Appendix A

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Figure A.1 Nielsen Ratings vs. STB Viewership Ratings - April 2010
(Ratings Depicted as Logarithms)

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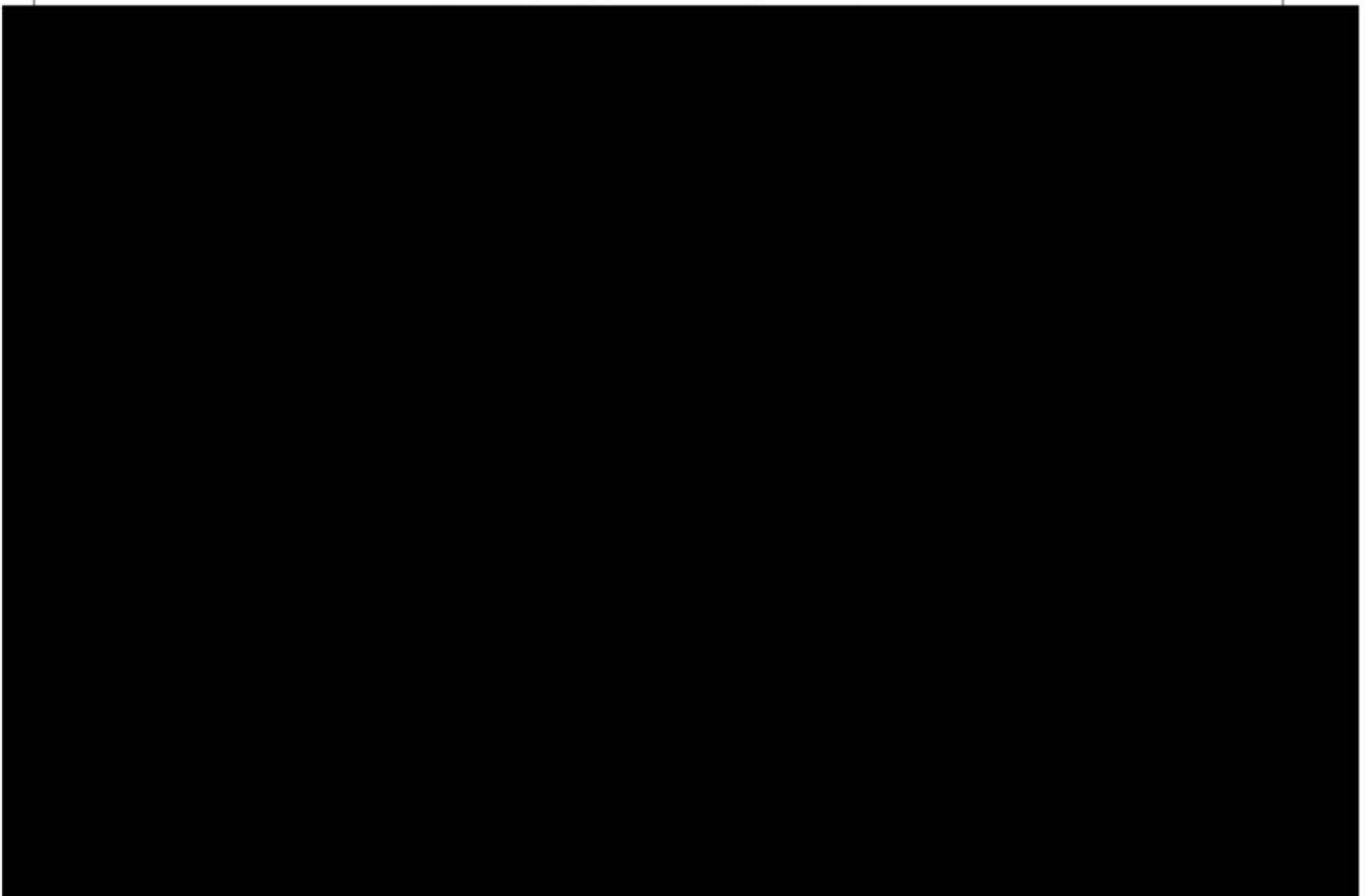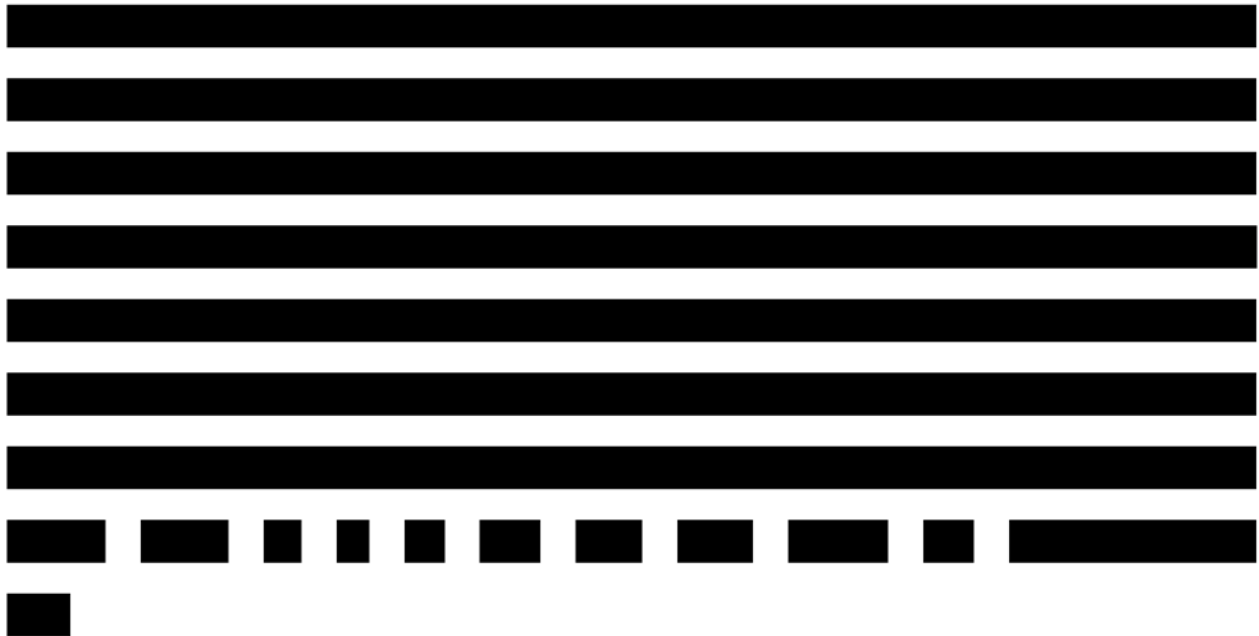
Figure A.2 Nielsen Ratings vs. STB Viewership Ratings - April 2011
(Ratings Depicted as Logarithms)
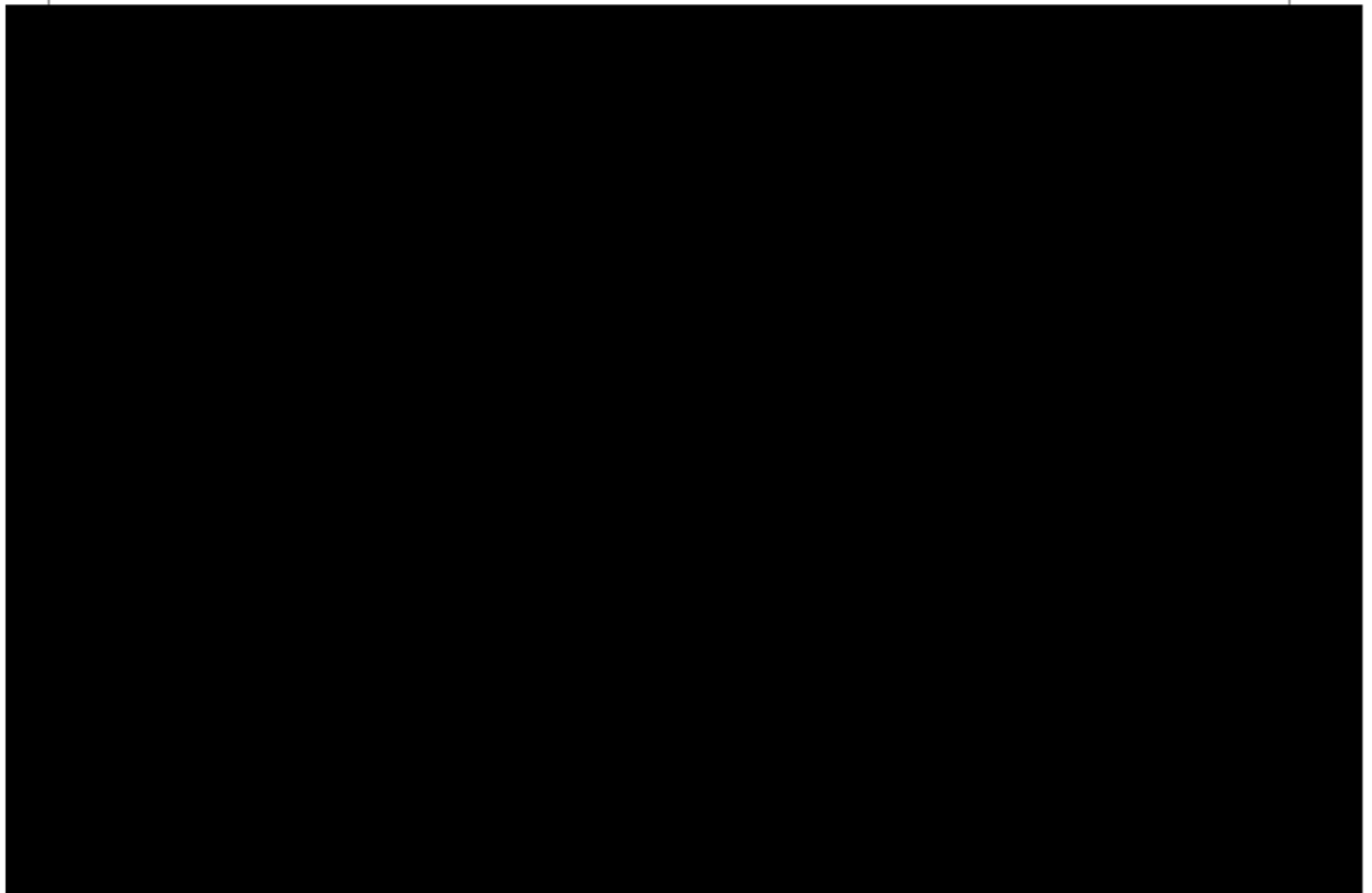
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Appendix B

1.   Below I present details of a test of whether the retiering of GSN has resulted in a significant increase of WE tv's viewership.[1] Estimation of the effects of Cablevision's decision to retier GSN on household viewership of other networks is complicated by the fact that households' viewership decisions are affected by many factors and those factors may be changing over time. Because of this, a simple before-and-after examination of viewership shares risks attributing to the retiering decision trends in viewership that have some other cause.

2.   To investigate the effect of Cablevision's decision to retier GSN on WE tv's share of viewers in the post-retiering period, I use an estimation technique known as "difference-in-differences." This is a standard econometric technique that does not rely on structural modeling, but rather compares changes in viewership shares for households that have been affected by the retiering decision to changes in viewership shares for households that have not been affected by the retiering decision. The households that have not been affected by Cablevision's retiering decision act as a control group to capture the general trends in viewership.

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[1] The calculations of the retiering effects are analogous for other networks, including Wedding Central.

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Table B.1. Variables Description

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Table B.2. Regression Results

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[table of redacted regression results]

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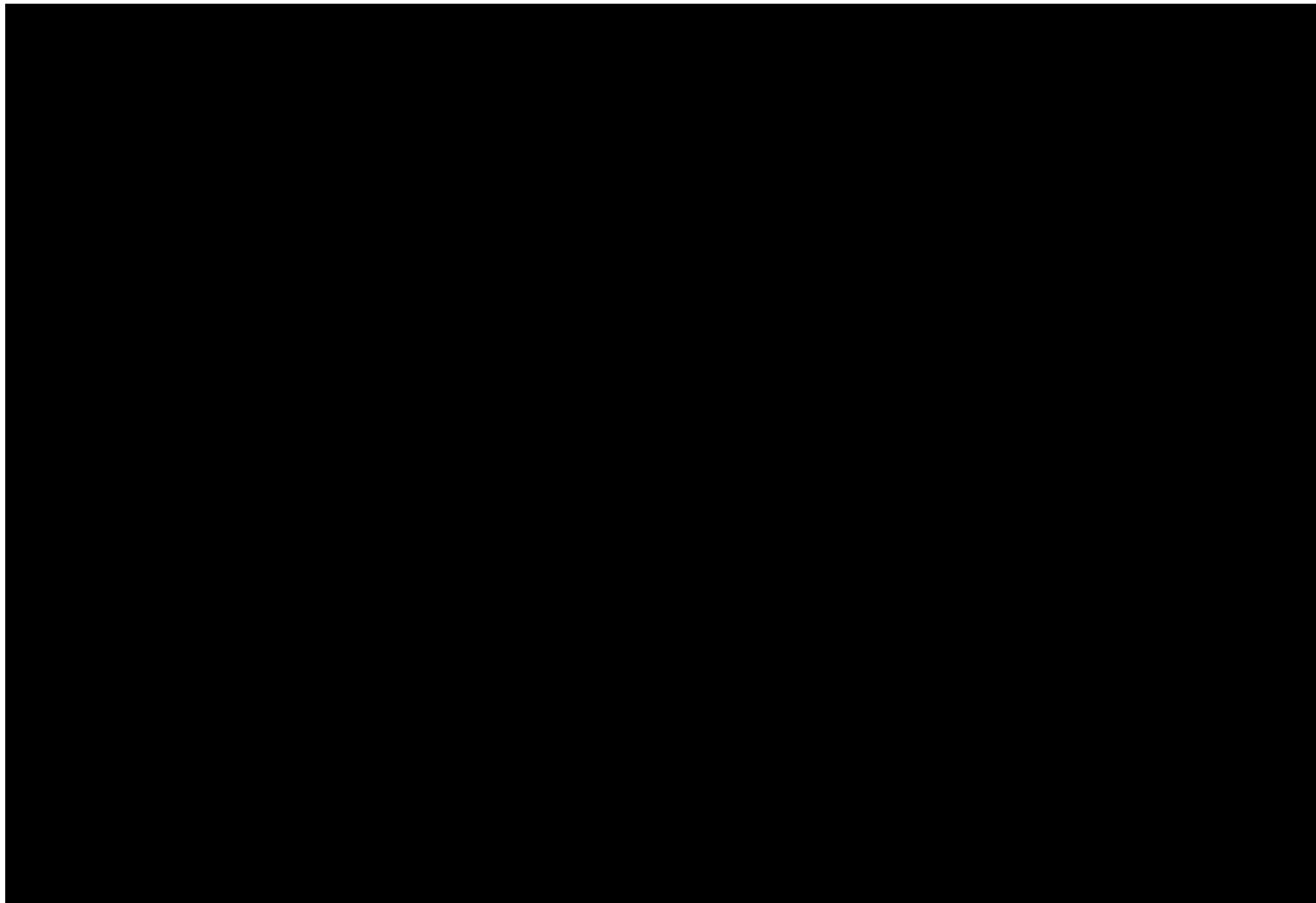
Table B.3. Effect of GSN Retiering on WE tv and Other Networks

Appendix C

Table C1.   From CNN Switching Rates (April 2010)

Table C2. From Fox News Switching Rates (April 2010)

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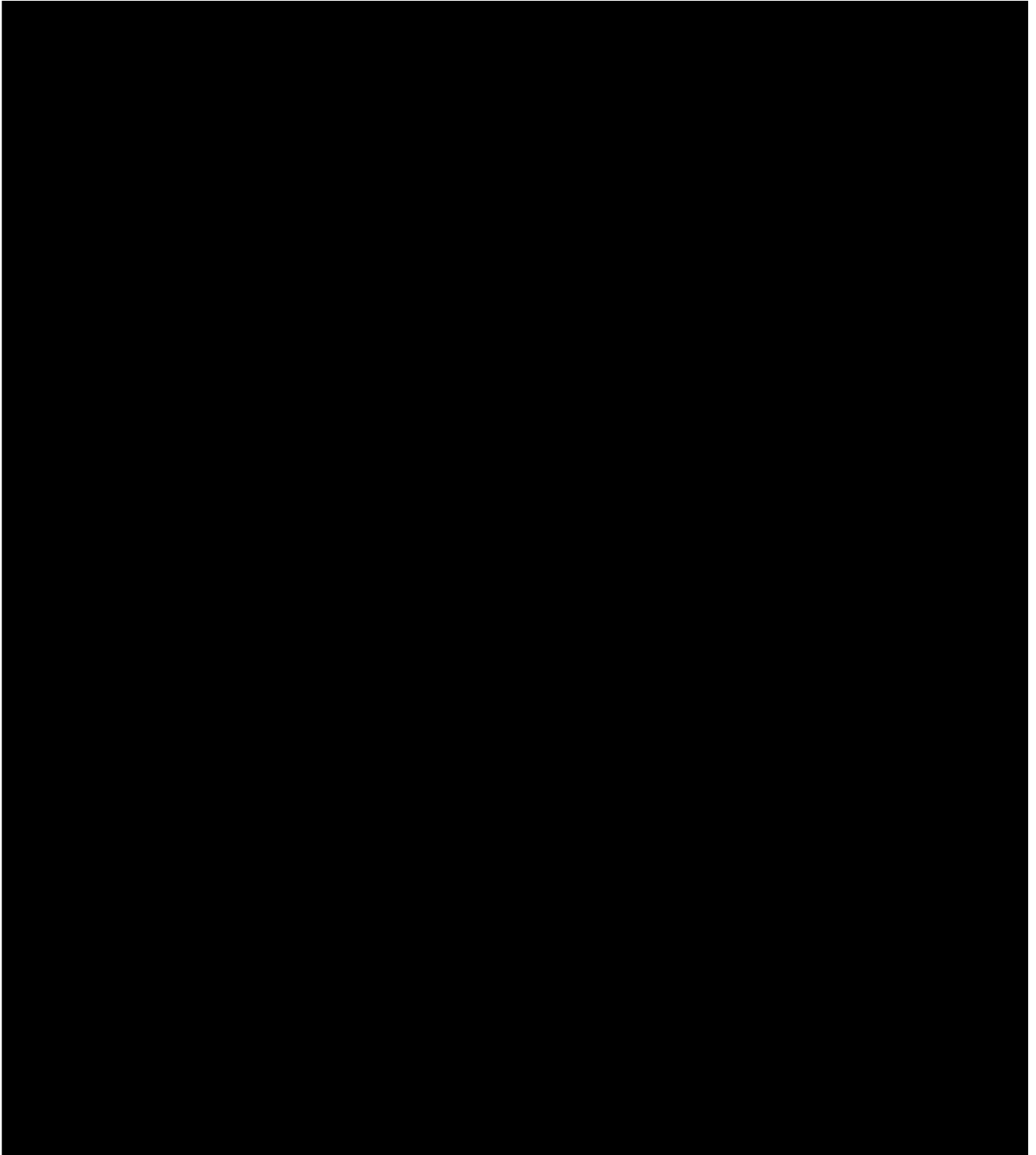
Table C3.   From Nickelodeon Switching Rates (April 2010)

4
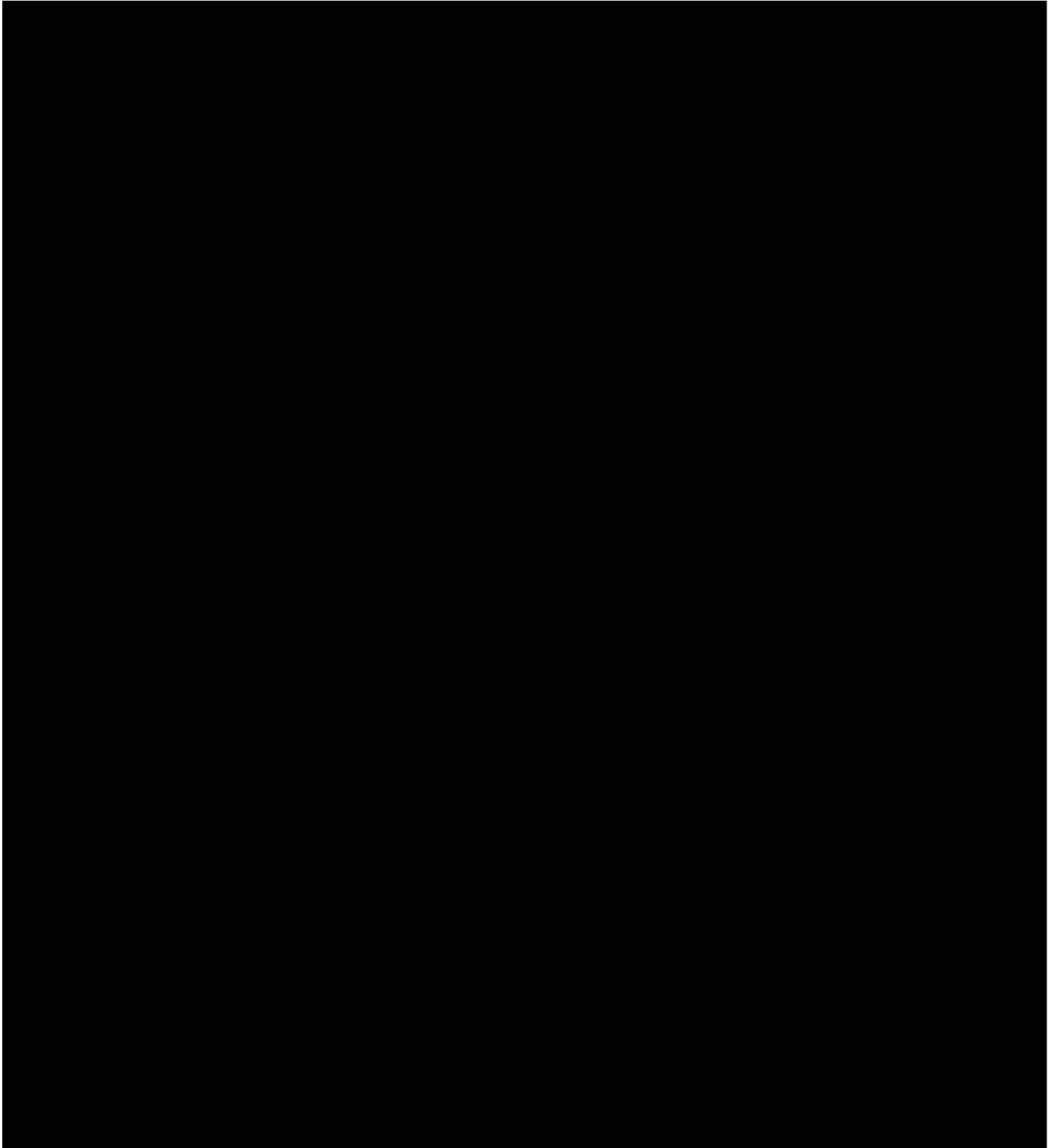
Table C4. From Disney Switching Rates (April 2010)

5
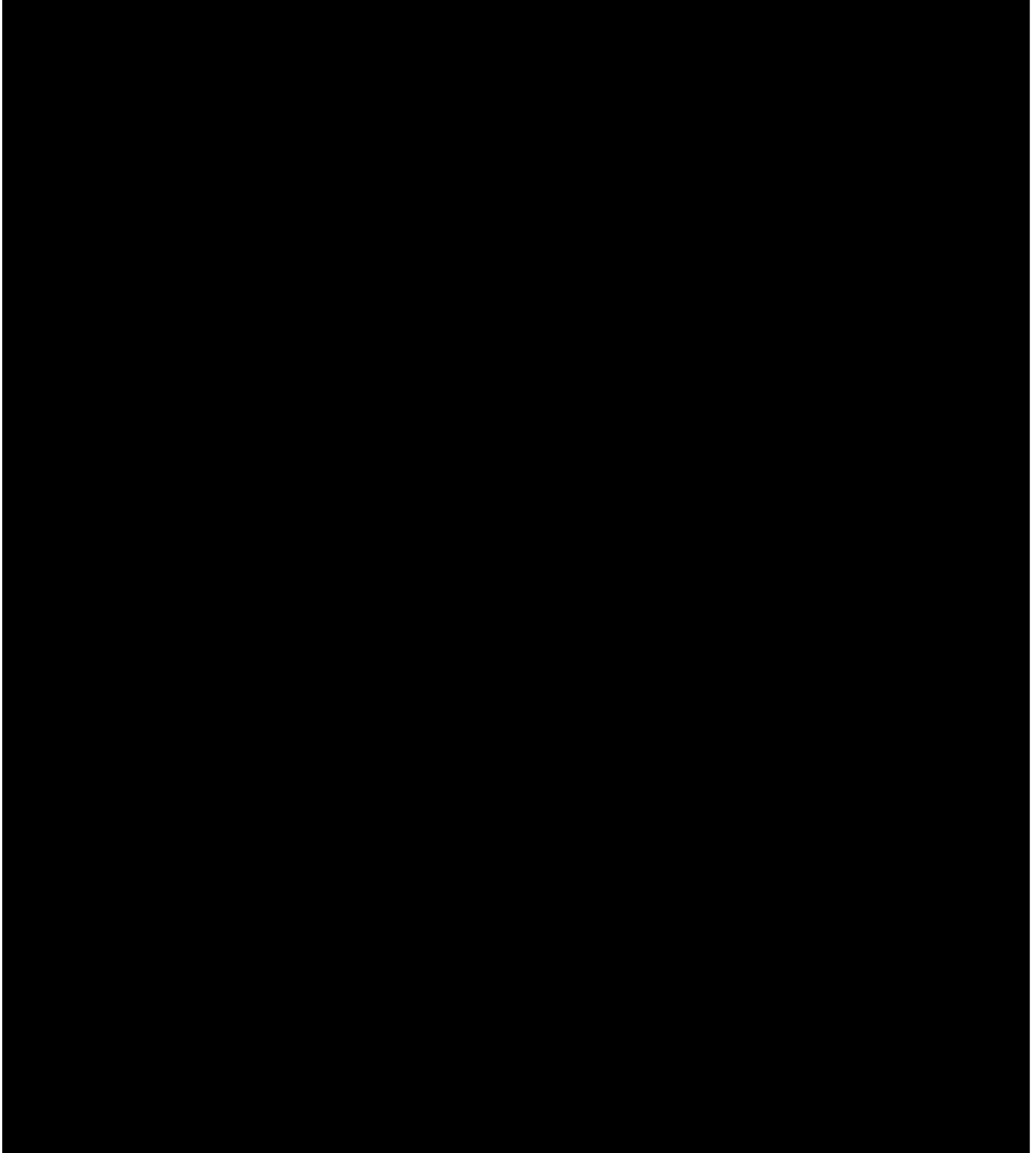
Table C5.   From MTV Switching Rates (April 2010)

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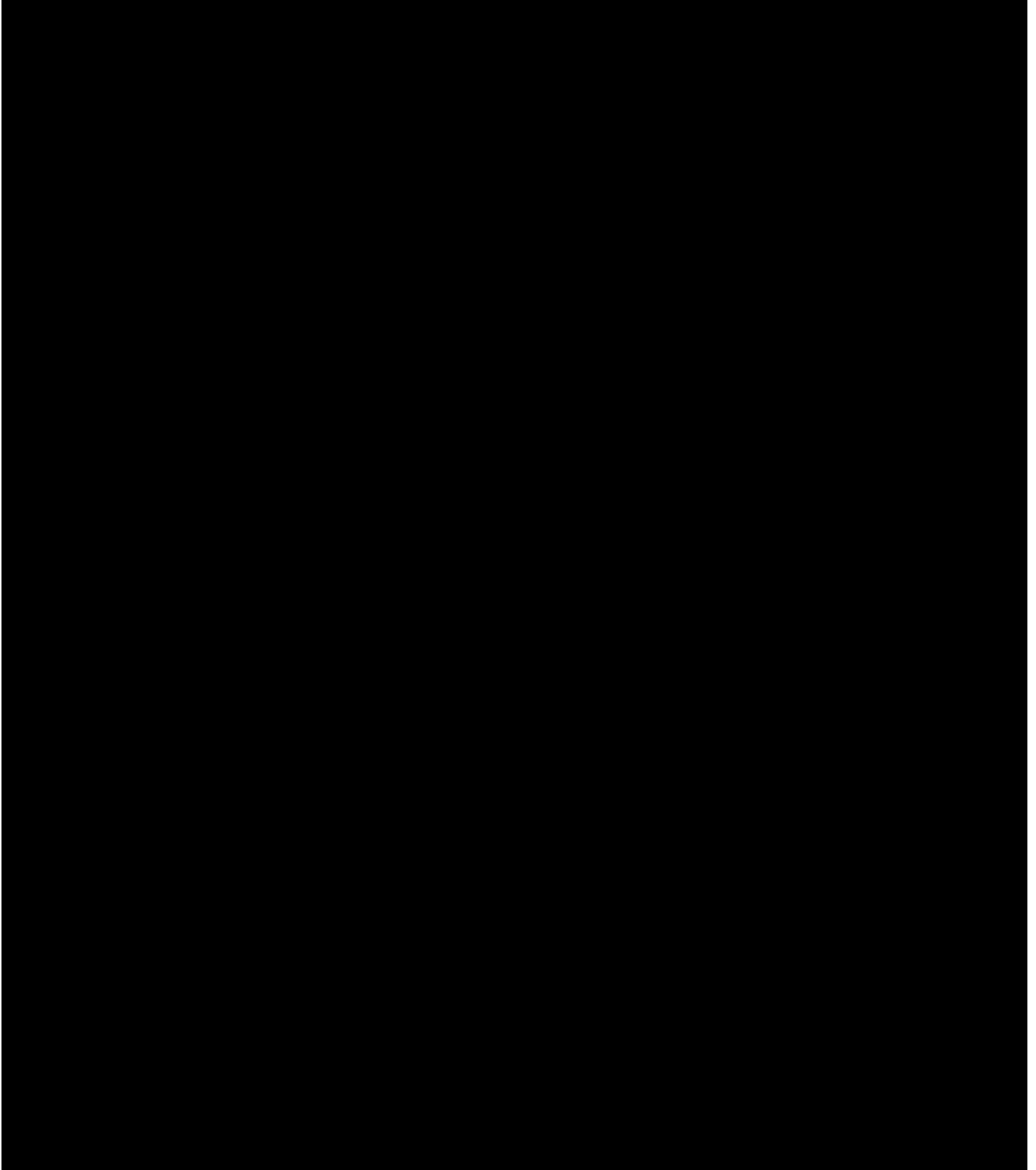
Table C6. From VH1 Switching Rates (April 2010)

7
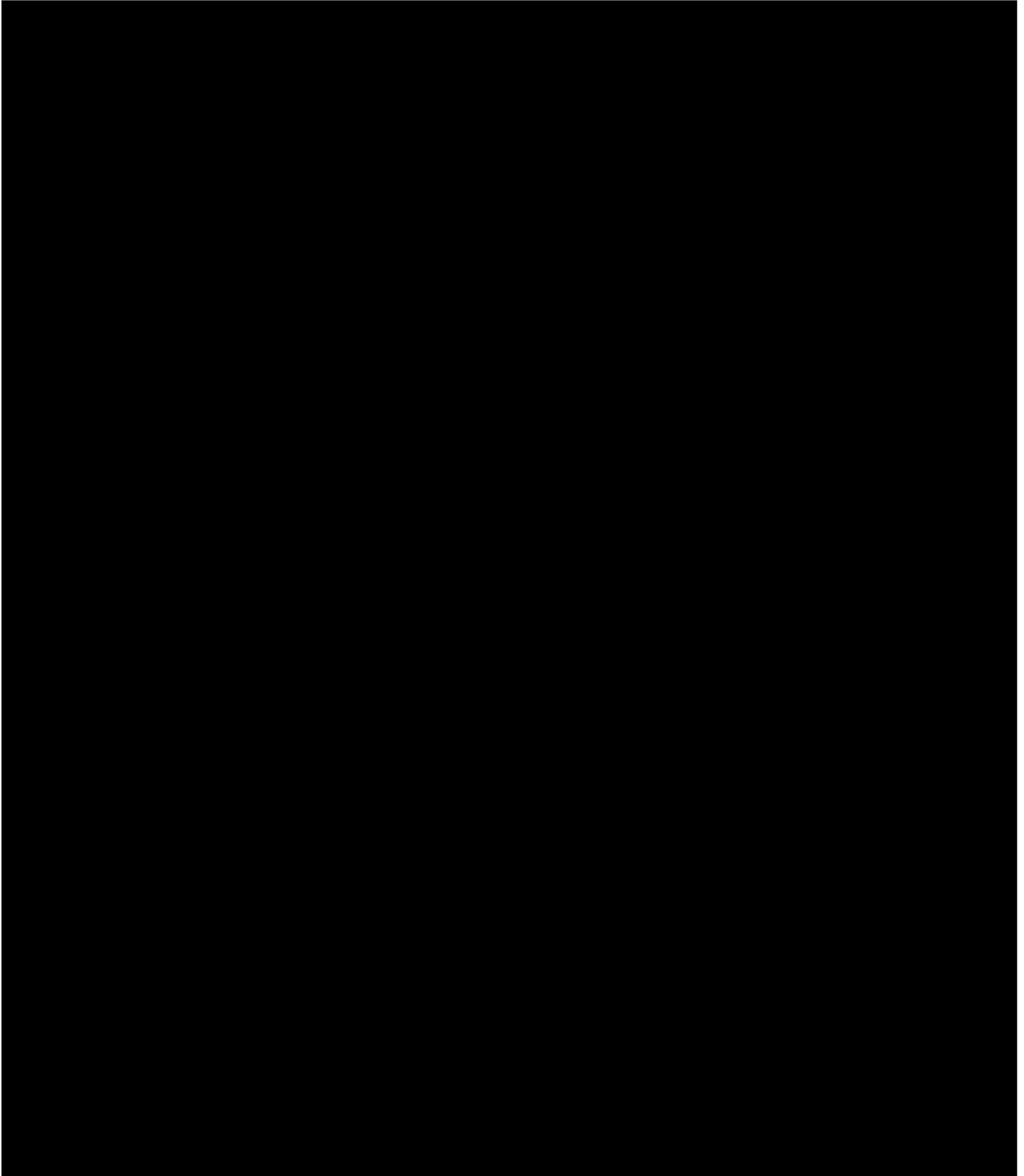
Table C7.   From ESPN Switching Rates (April 2010)

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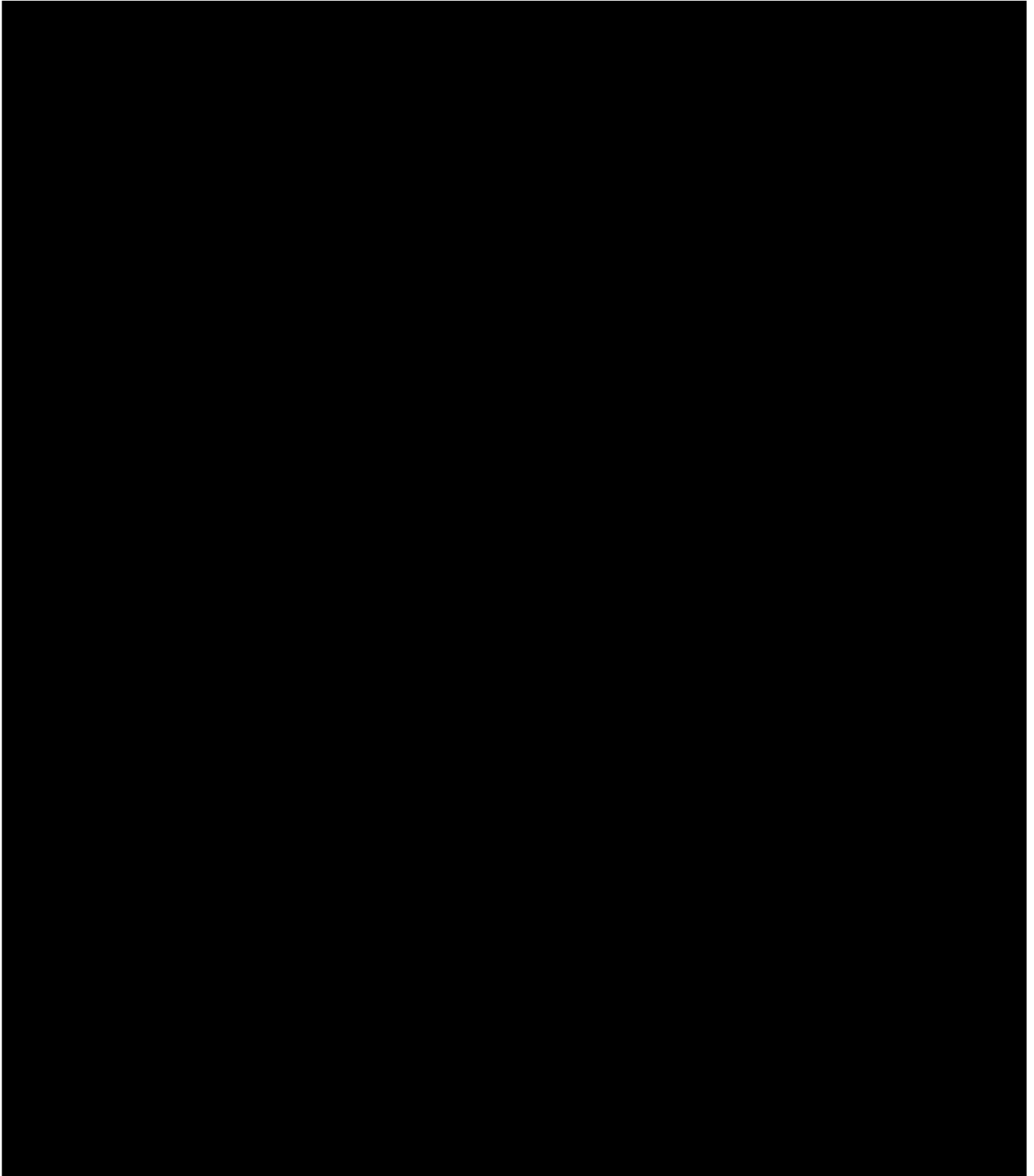
Table C8.   From ESPN2 Switching Rates (April 2010)

9
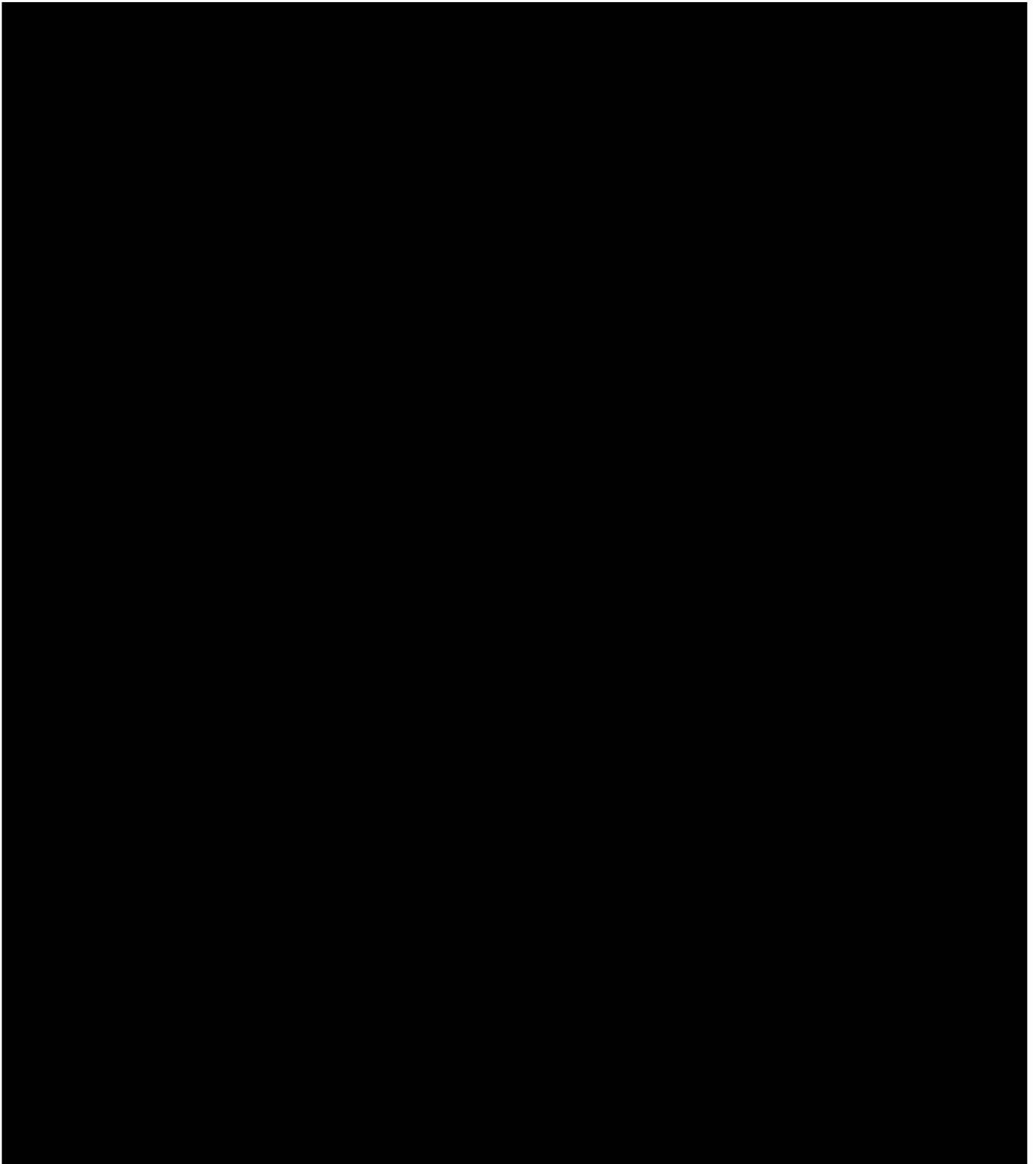
Table C9.   From USA Switching Rates (April 2010)

10
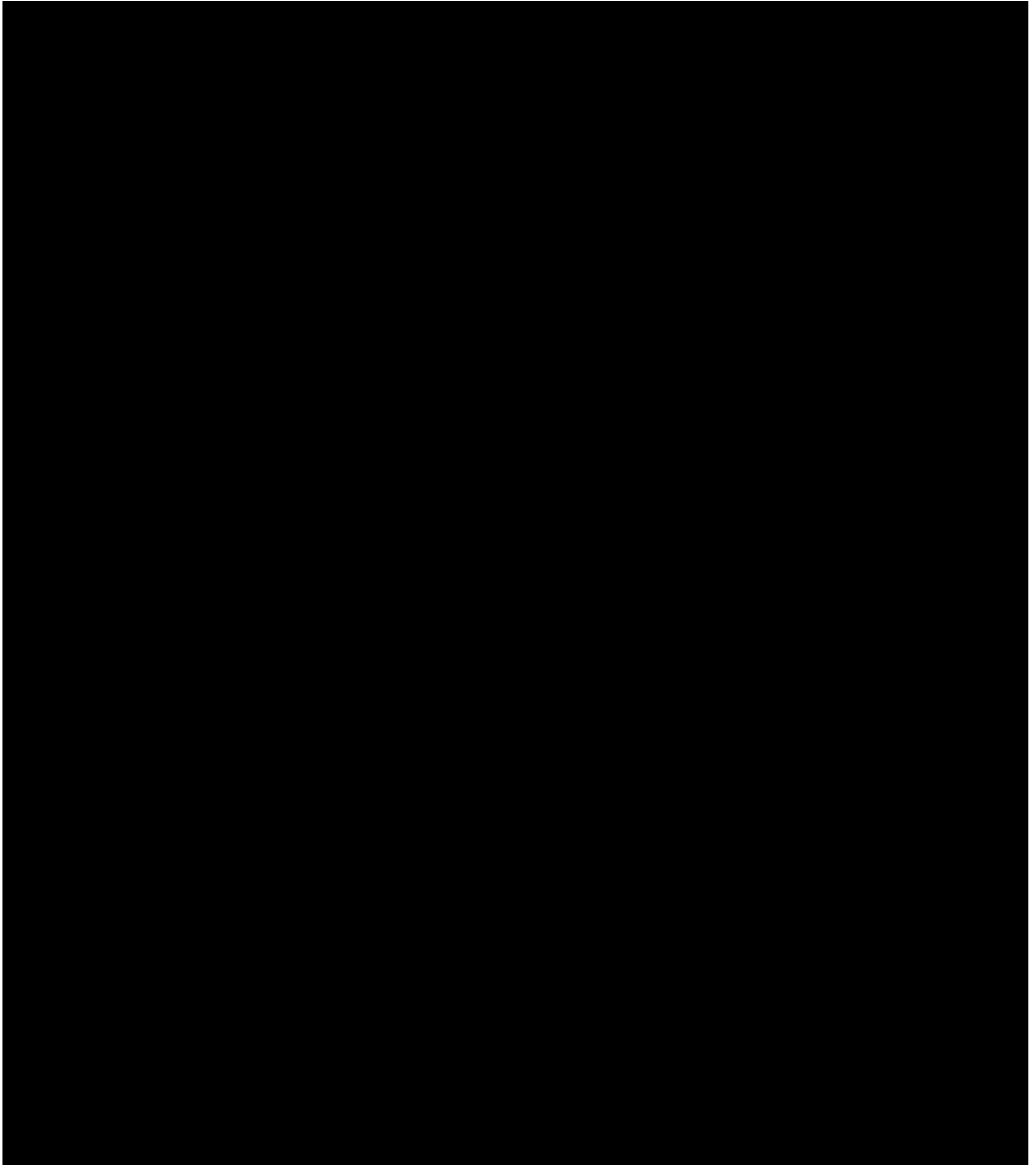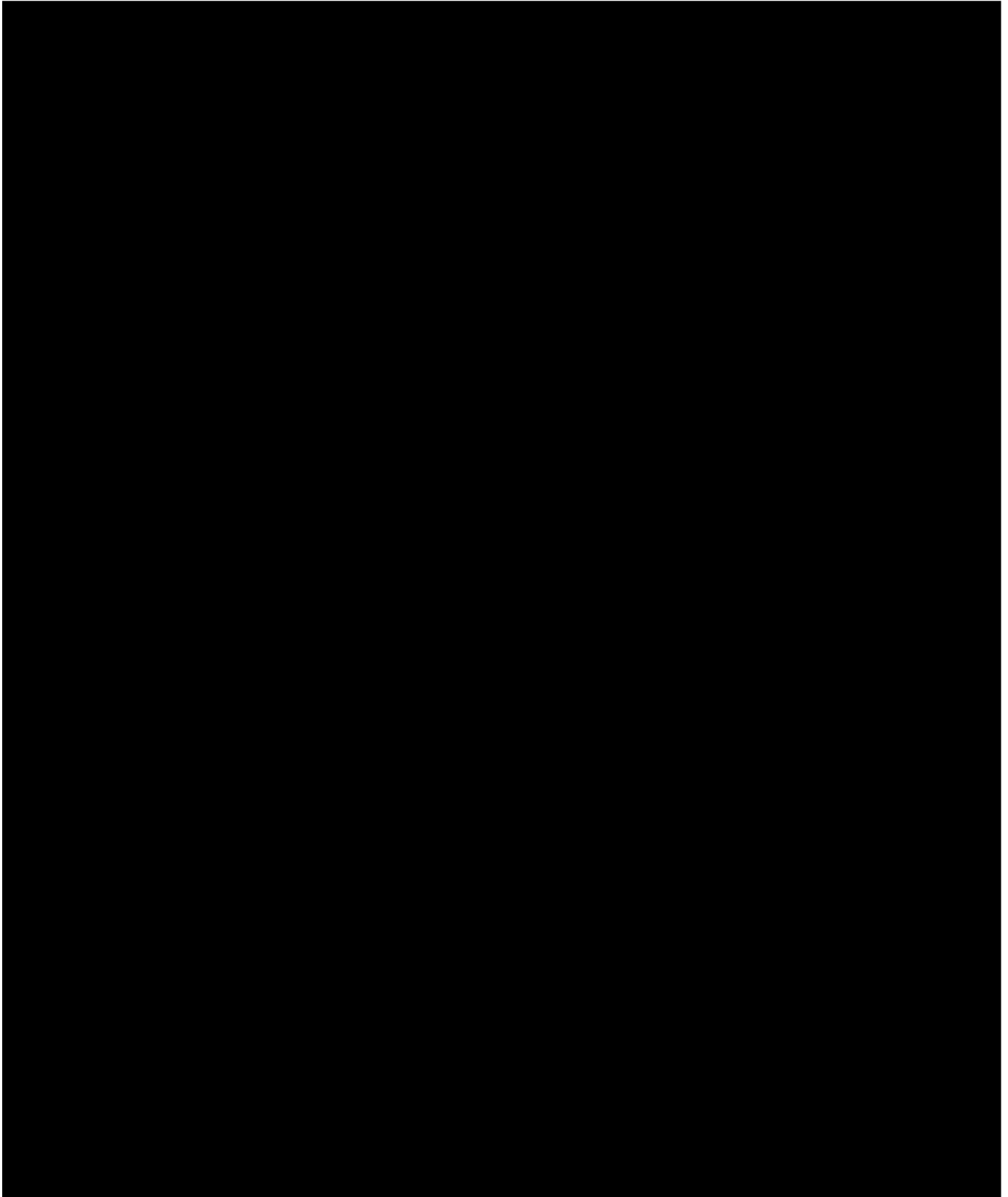
Table C10. From TNT Switching Rates (April 2010)

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Appendix D

Table D1. CNN Viewer Network Share (April 2010)

Table D2. Fox News Viewer Network Share (April 2010)

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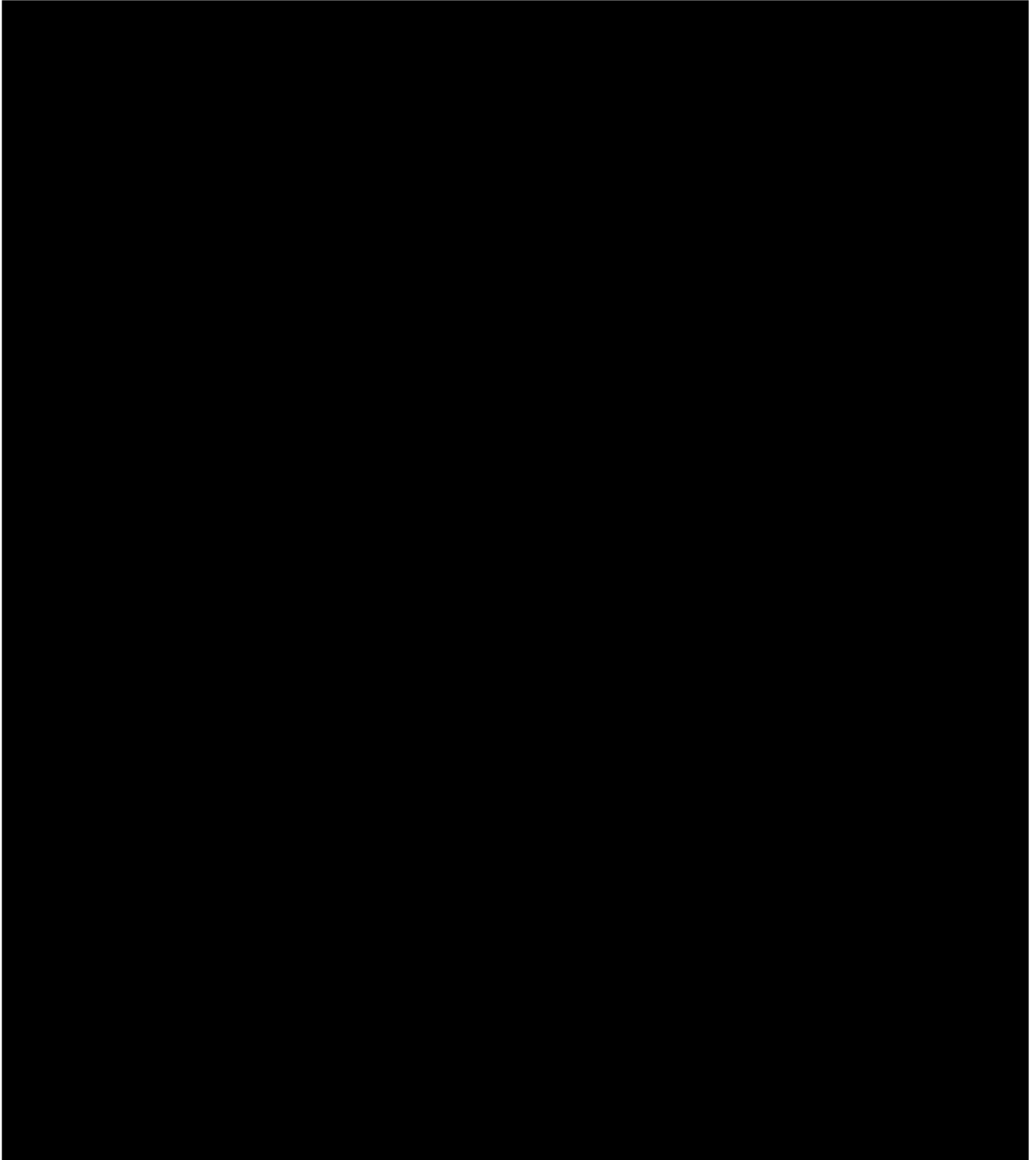
Table D3. MTV Viewer Network Share (April 2010)

4
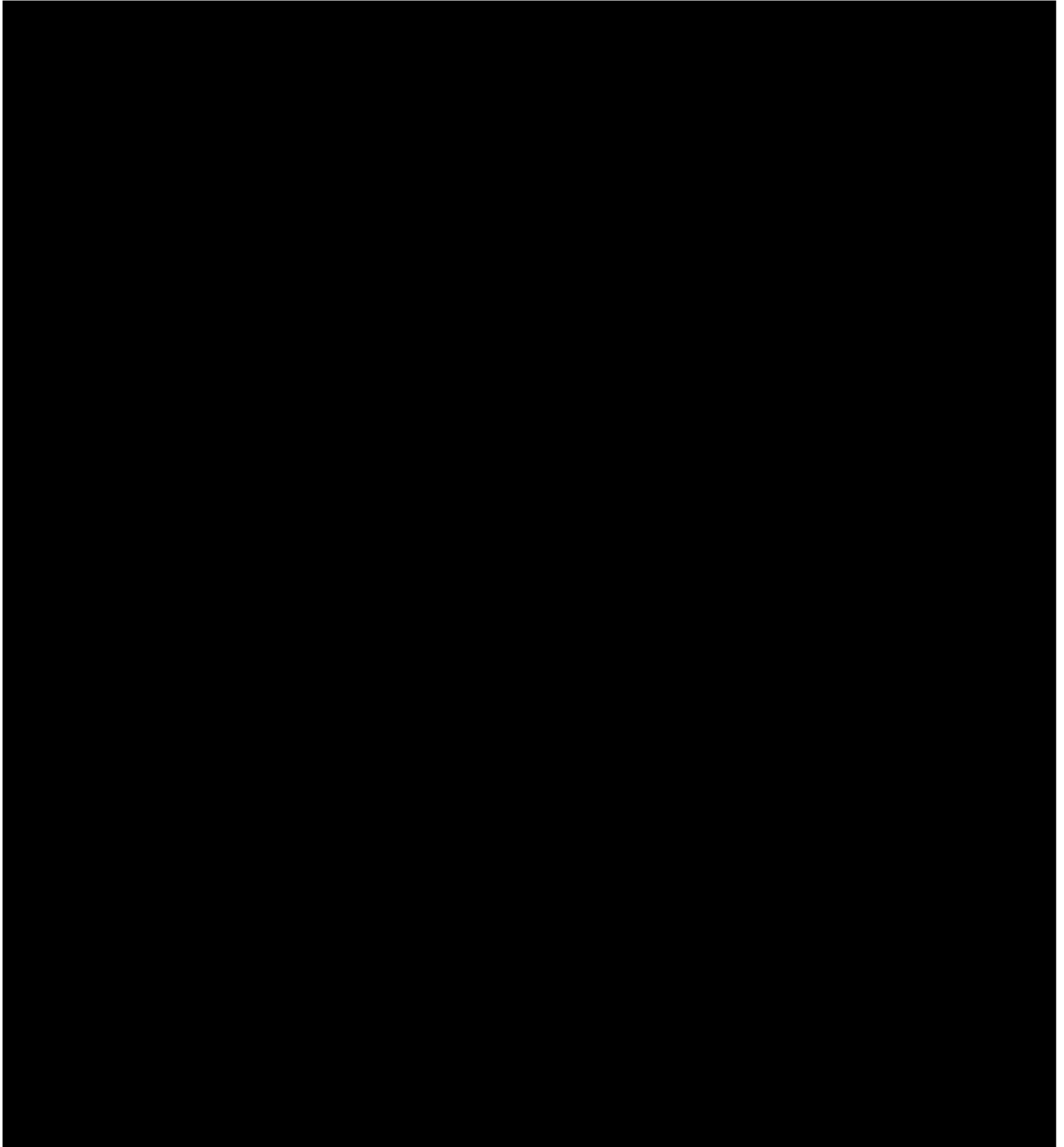
Table D4. VH1 Viewer Network Share (April 2010)

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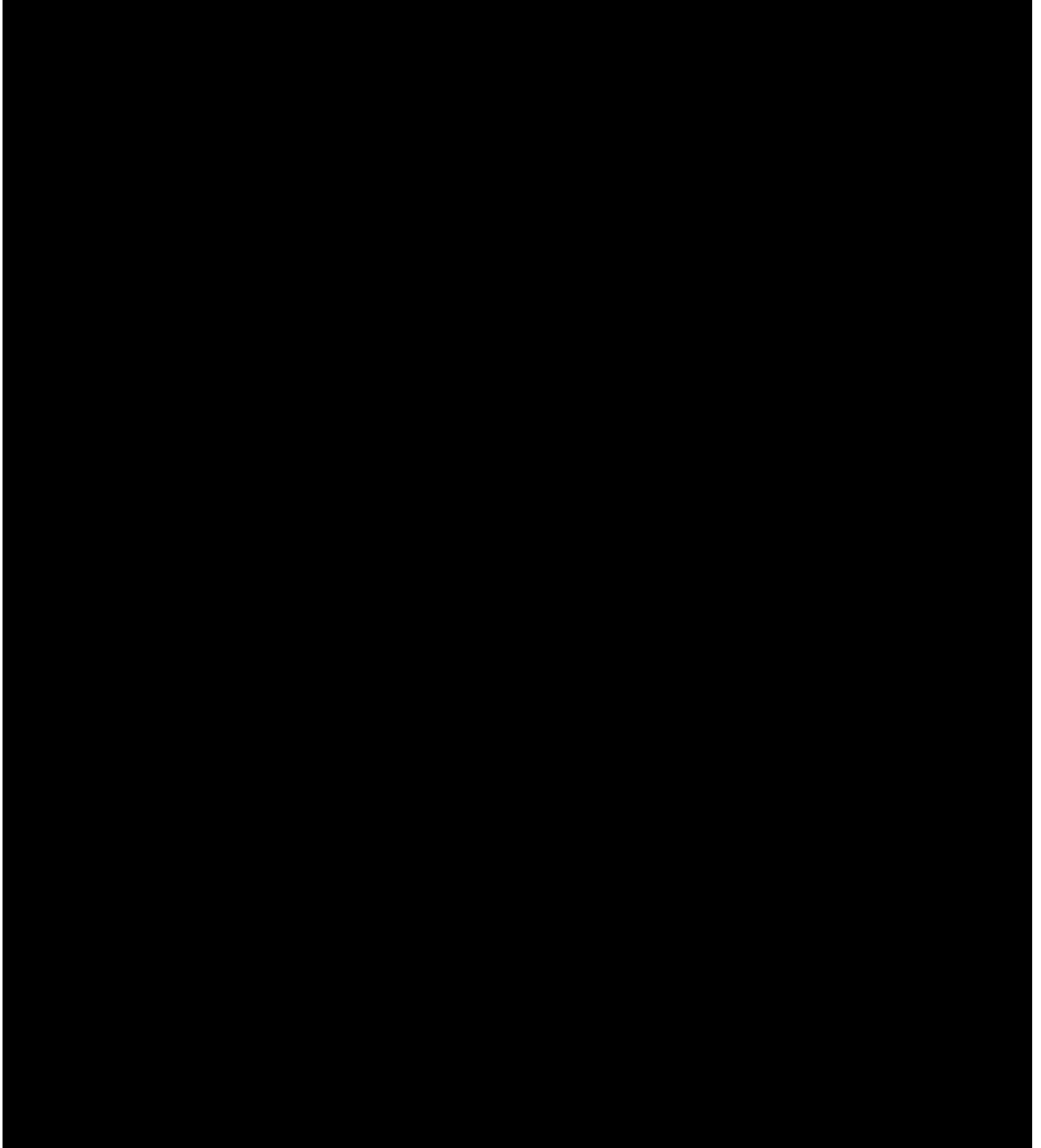
Table D5. Nickelodeon Viewer Network Share (April 2010)

6
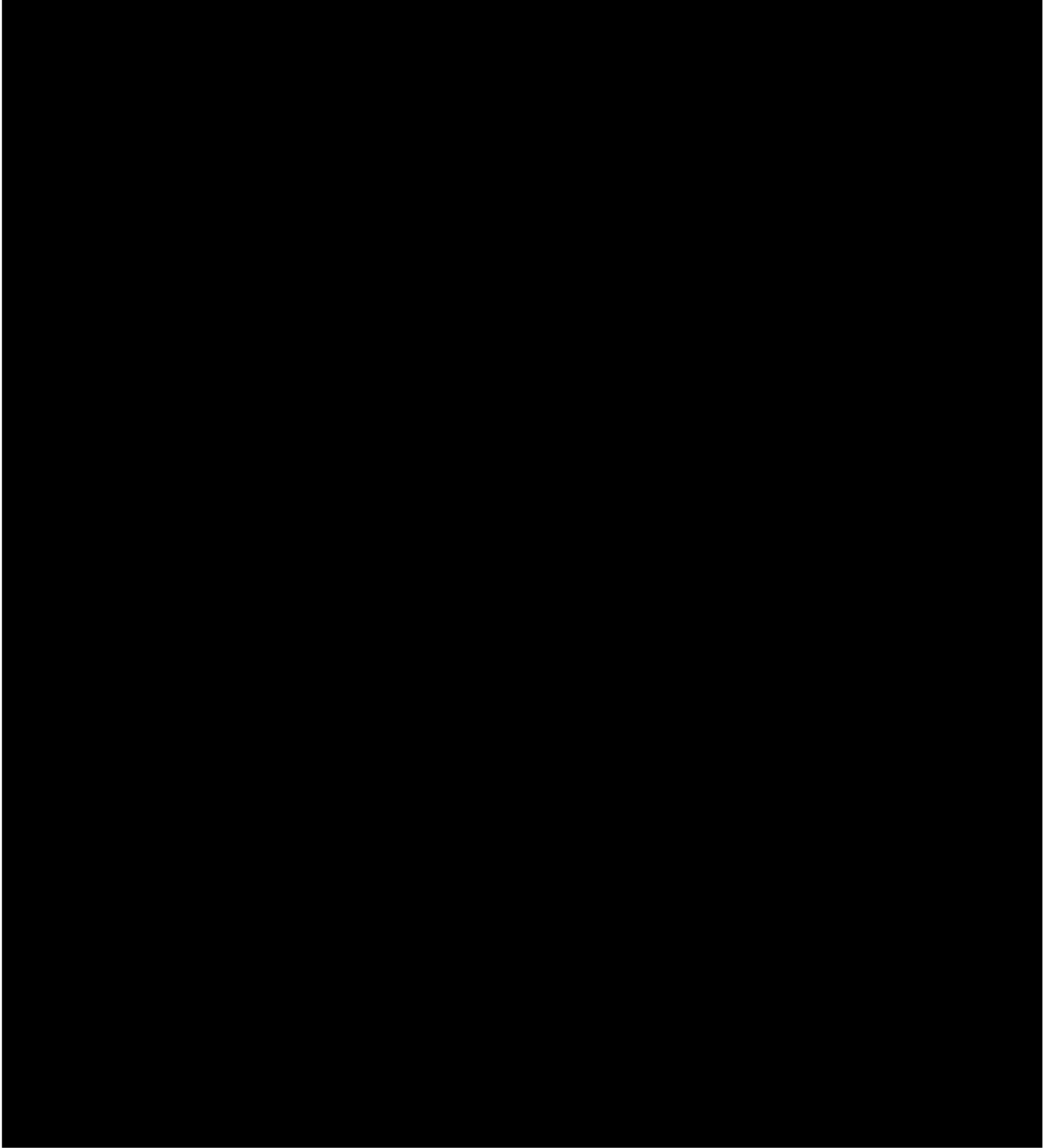
Table D6. Disney Viewer Network Share (April 2010)
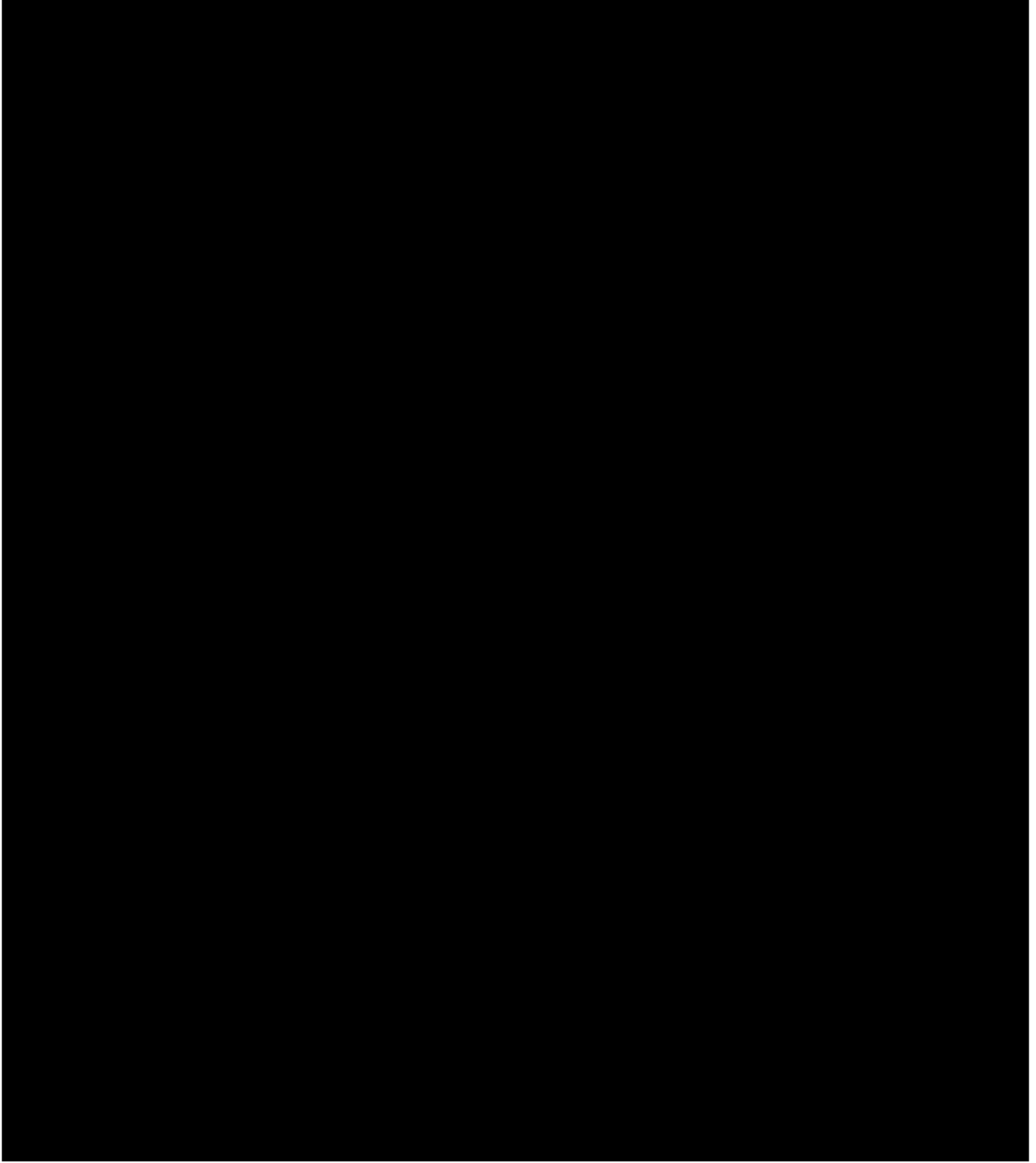
Table D7. ESPN Viewer Network Share (April 2010)

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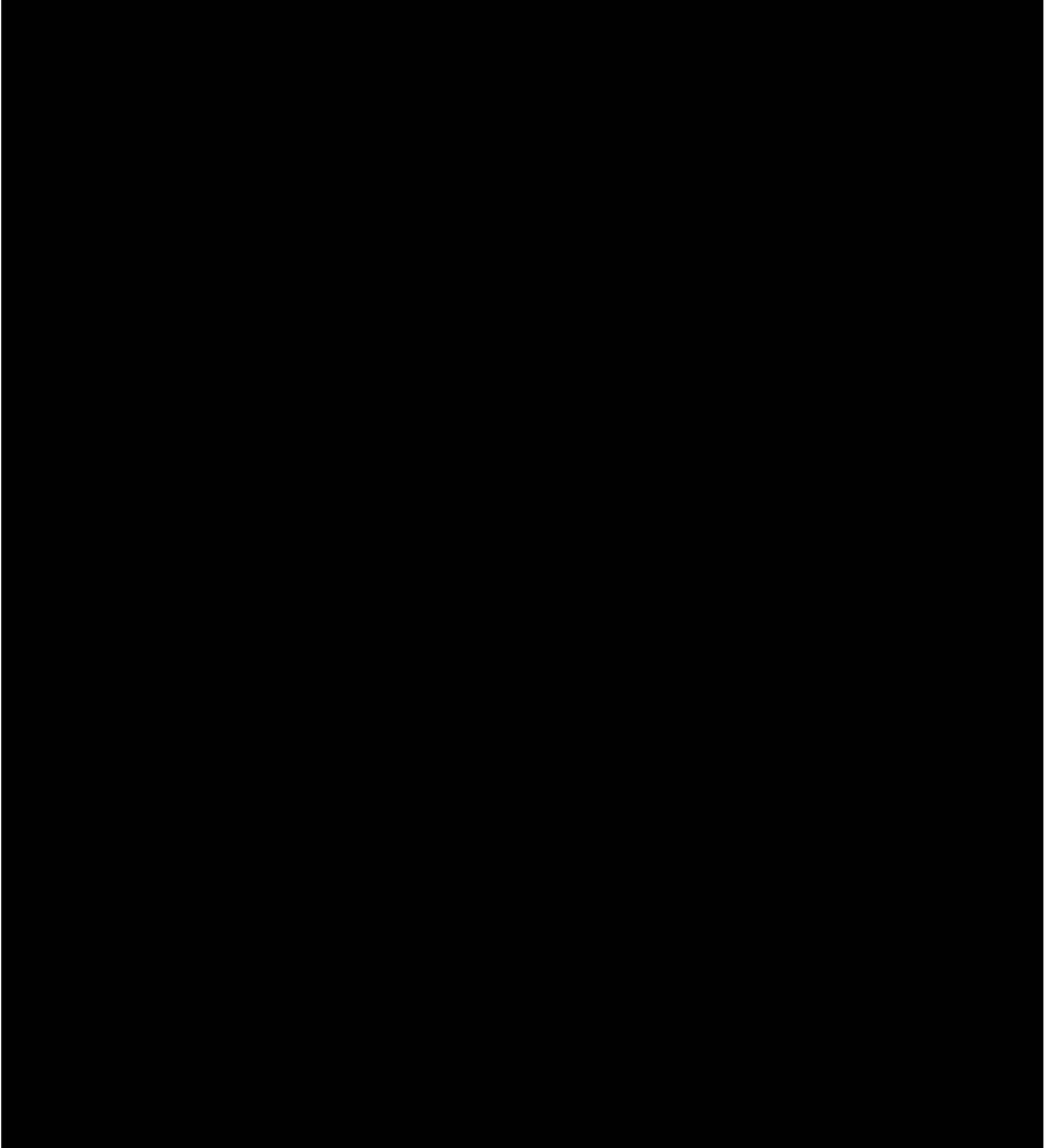
Table D8. ESPN2 Viewer Network Share (April 2010)

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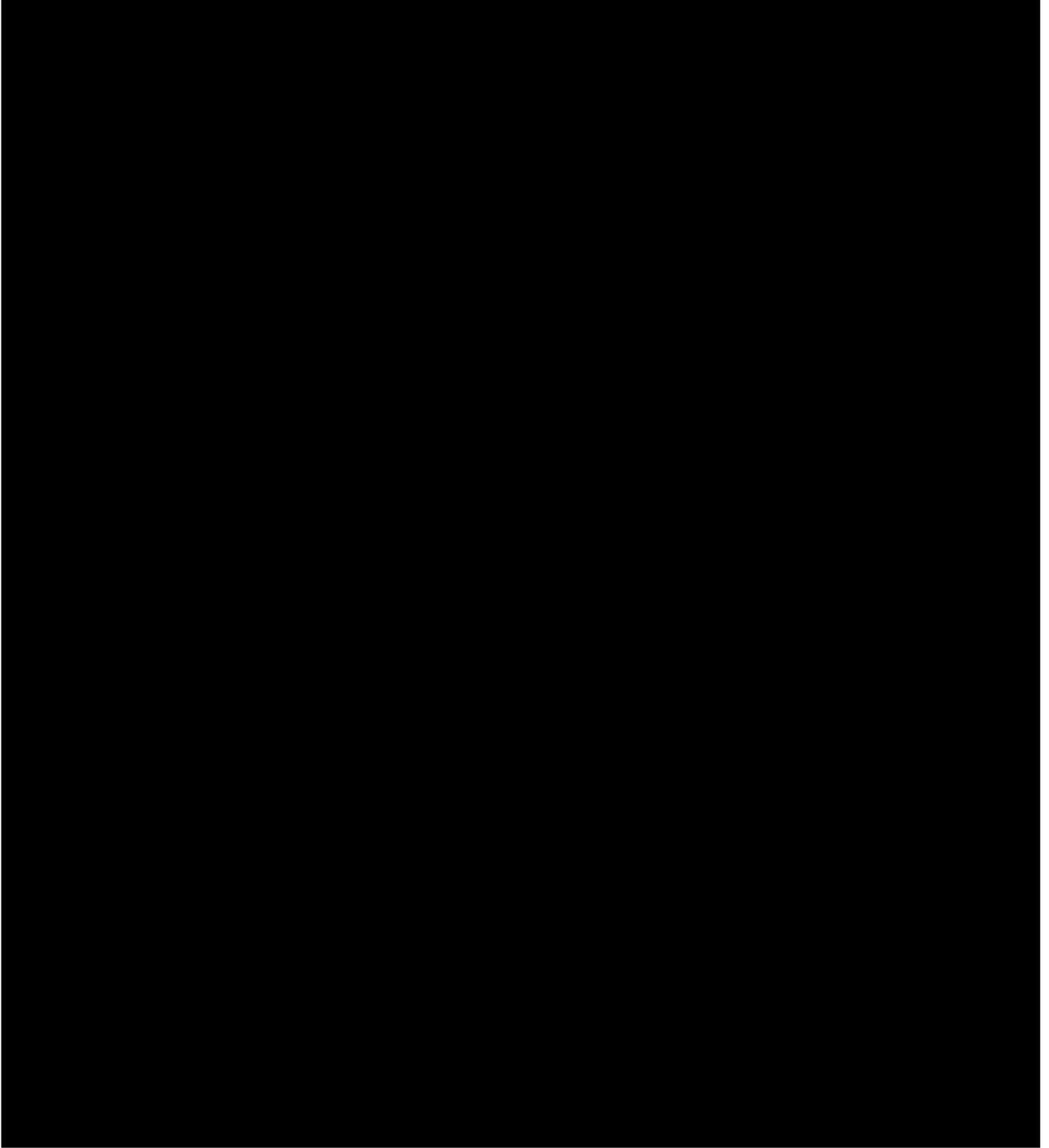
Table D9. TNT Viewer Network Share (April 2010)

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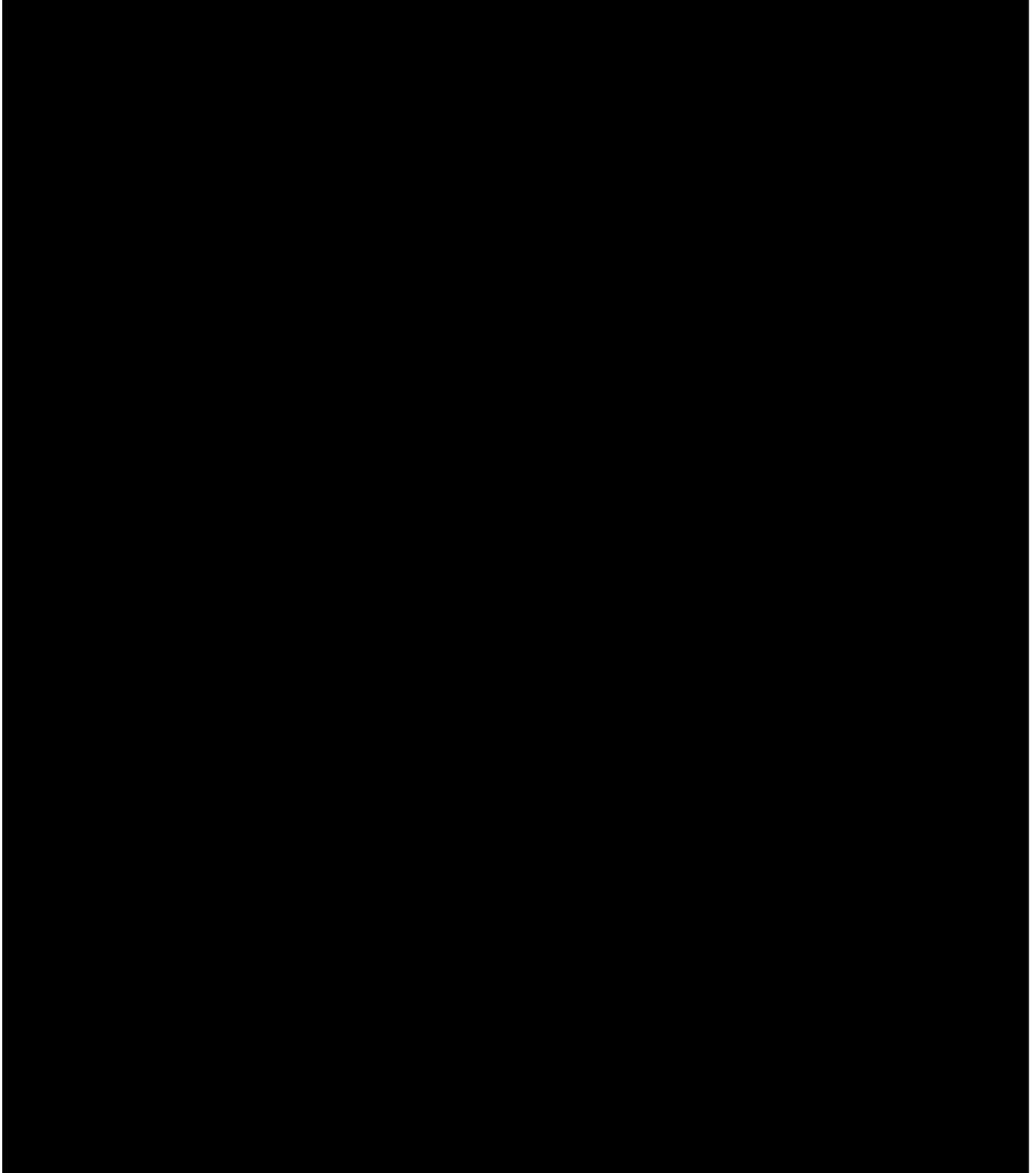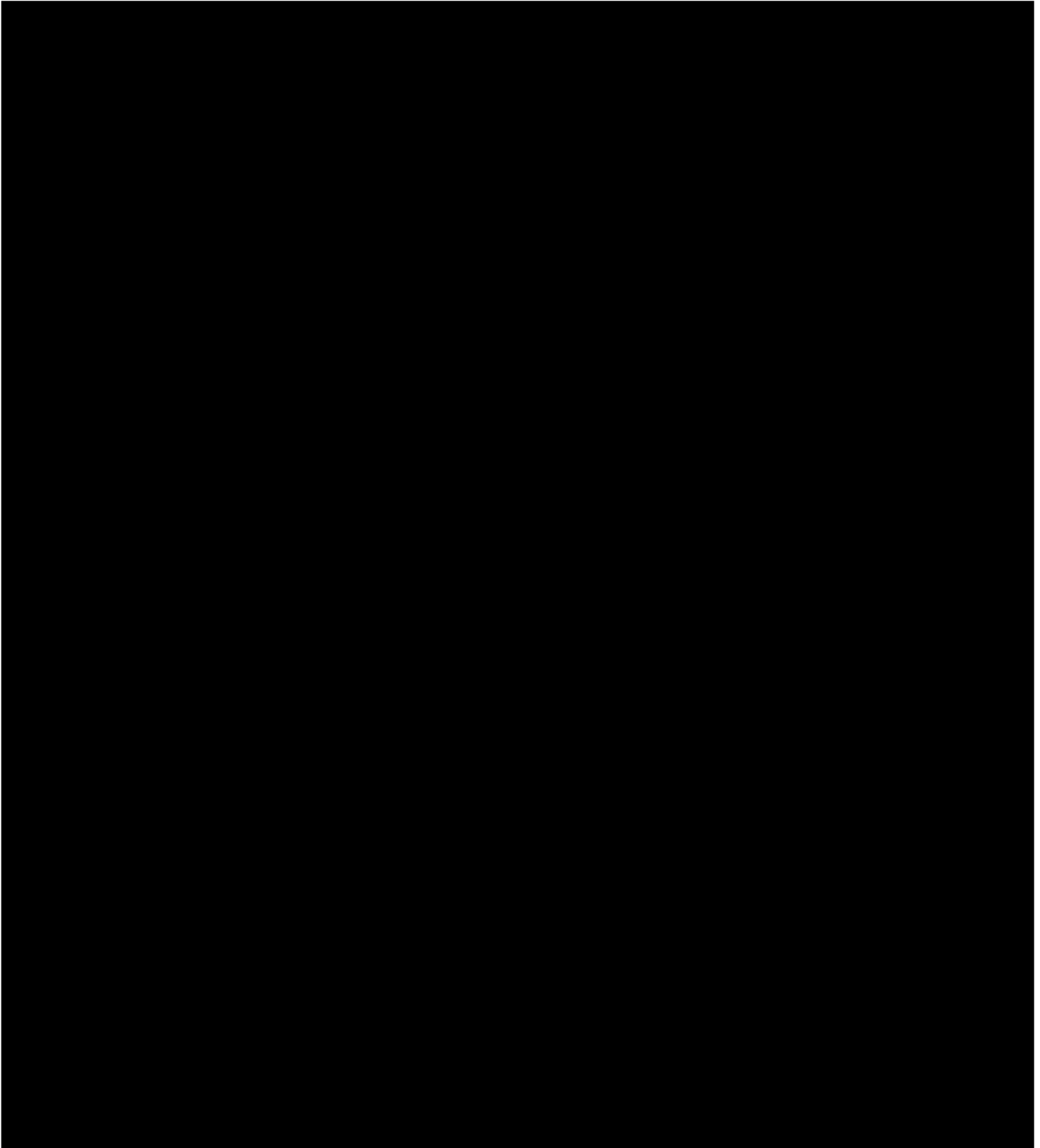
Table D10. USA Viewer Network Share (April 2010)

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Appendix E

Figure E1. Age 65+ Share of Viewership
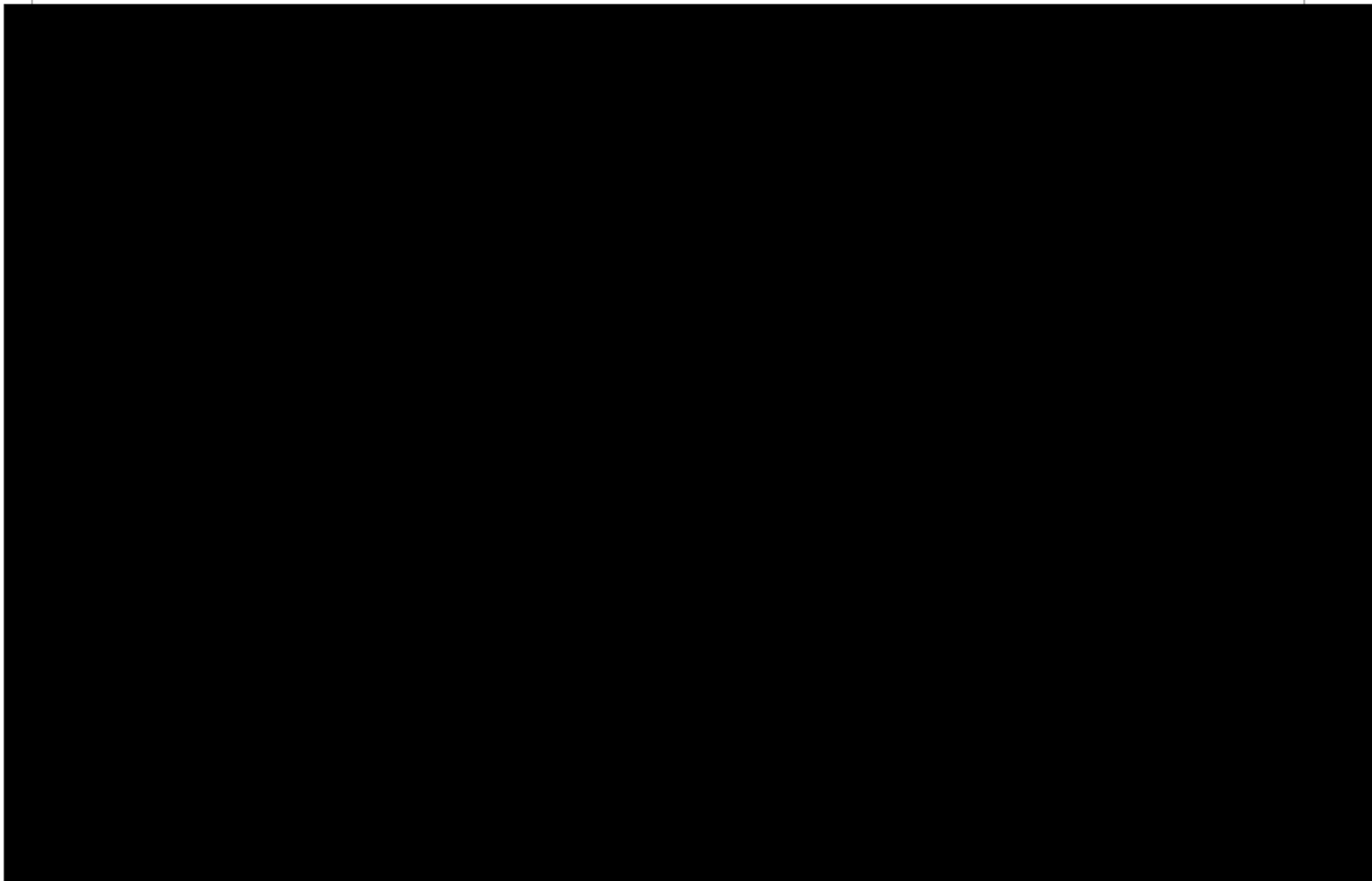
Figure E2. Viewer Median Age
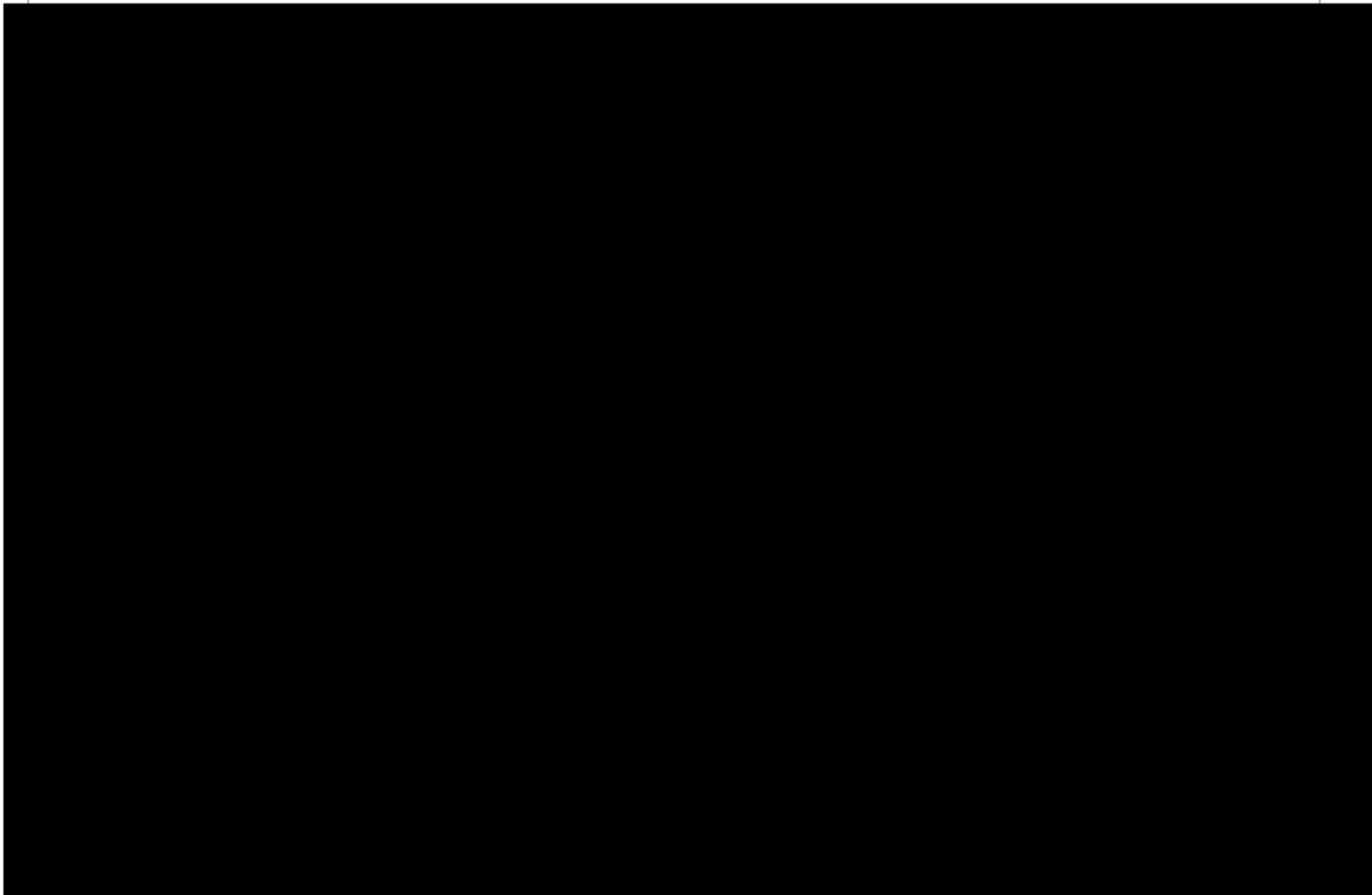
Figure E3. Female Share of Viewership
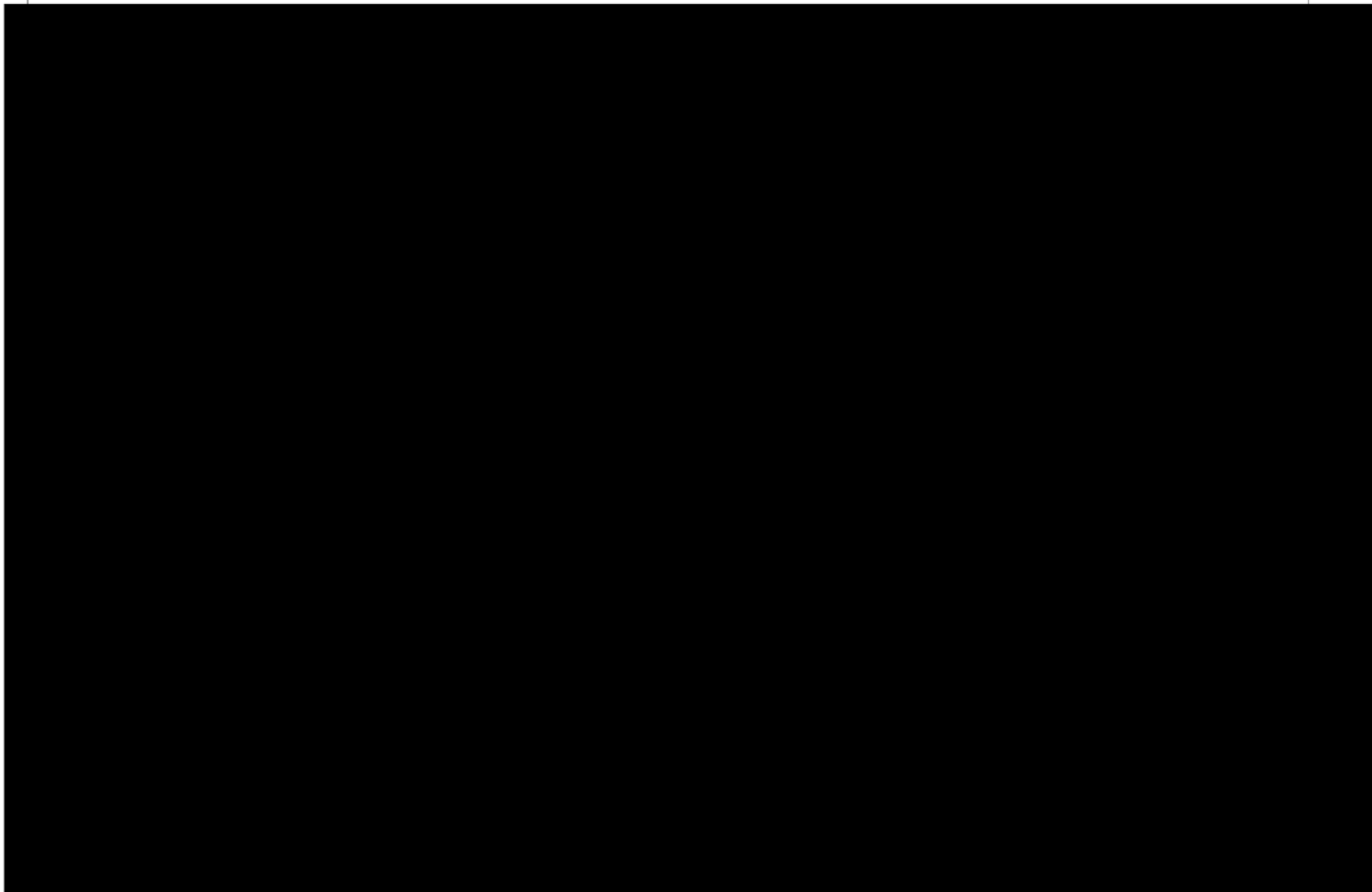
Figure E4. Female Share of Viewership (Age 18-49)
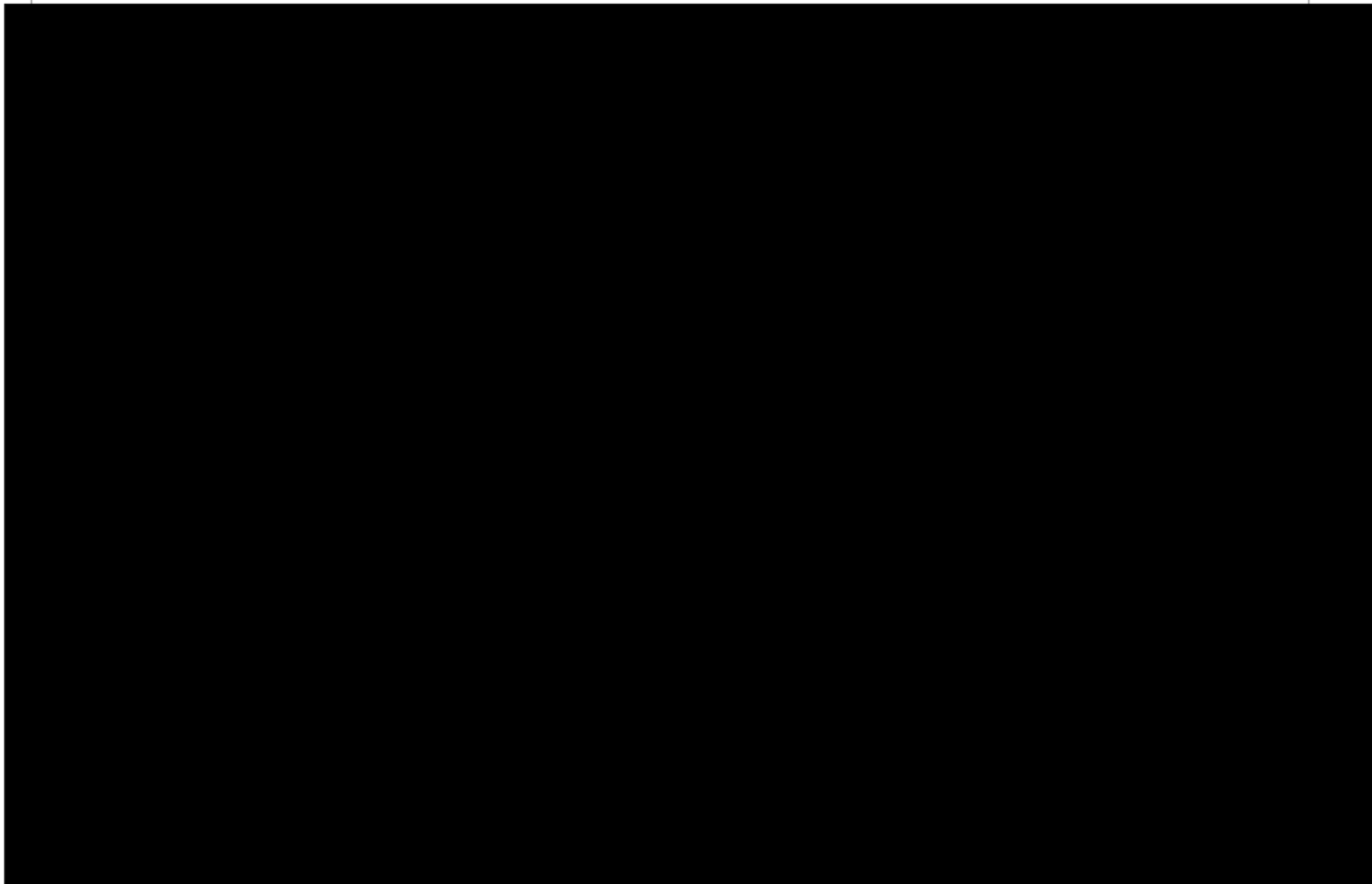
Figure E5. Age 18-49 Viewership Share
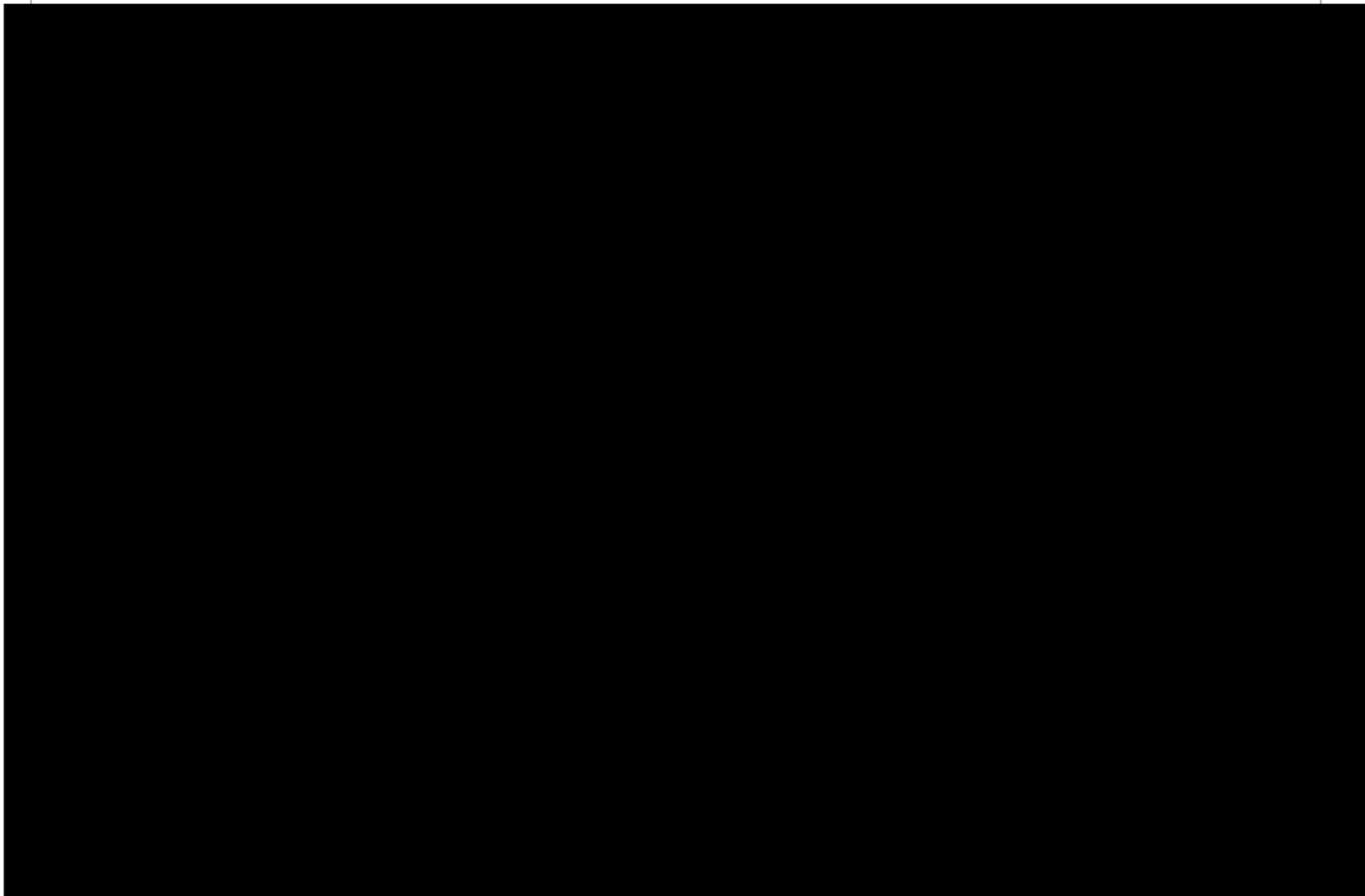
Figure E6. Median Viewer Income
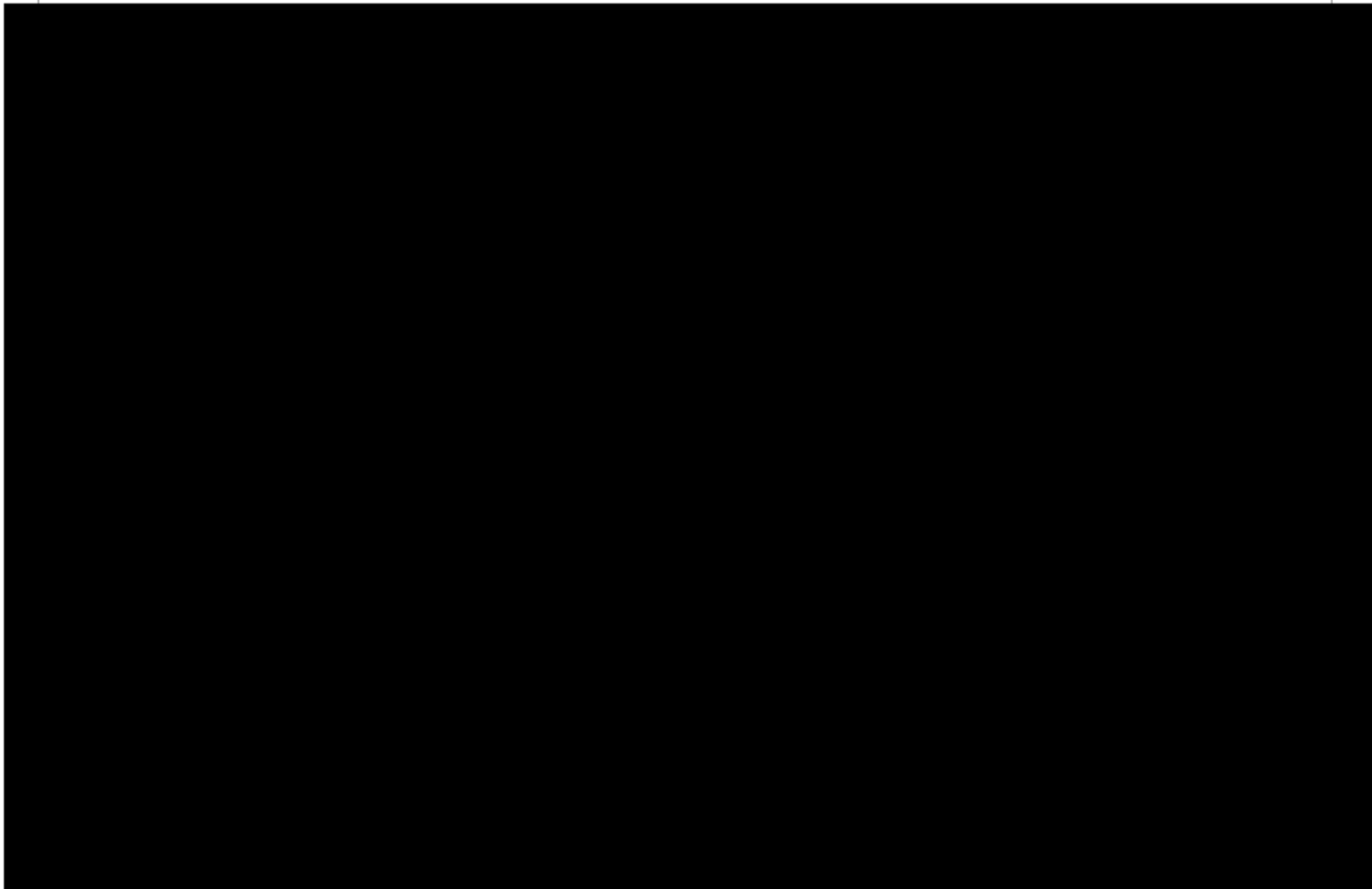
Figure E7. Viewer Household Home Ownership Share
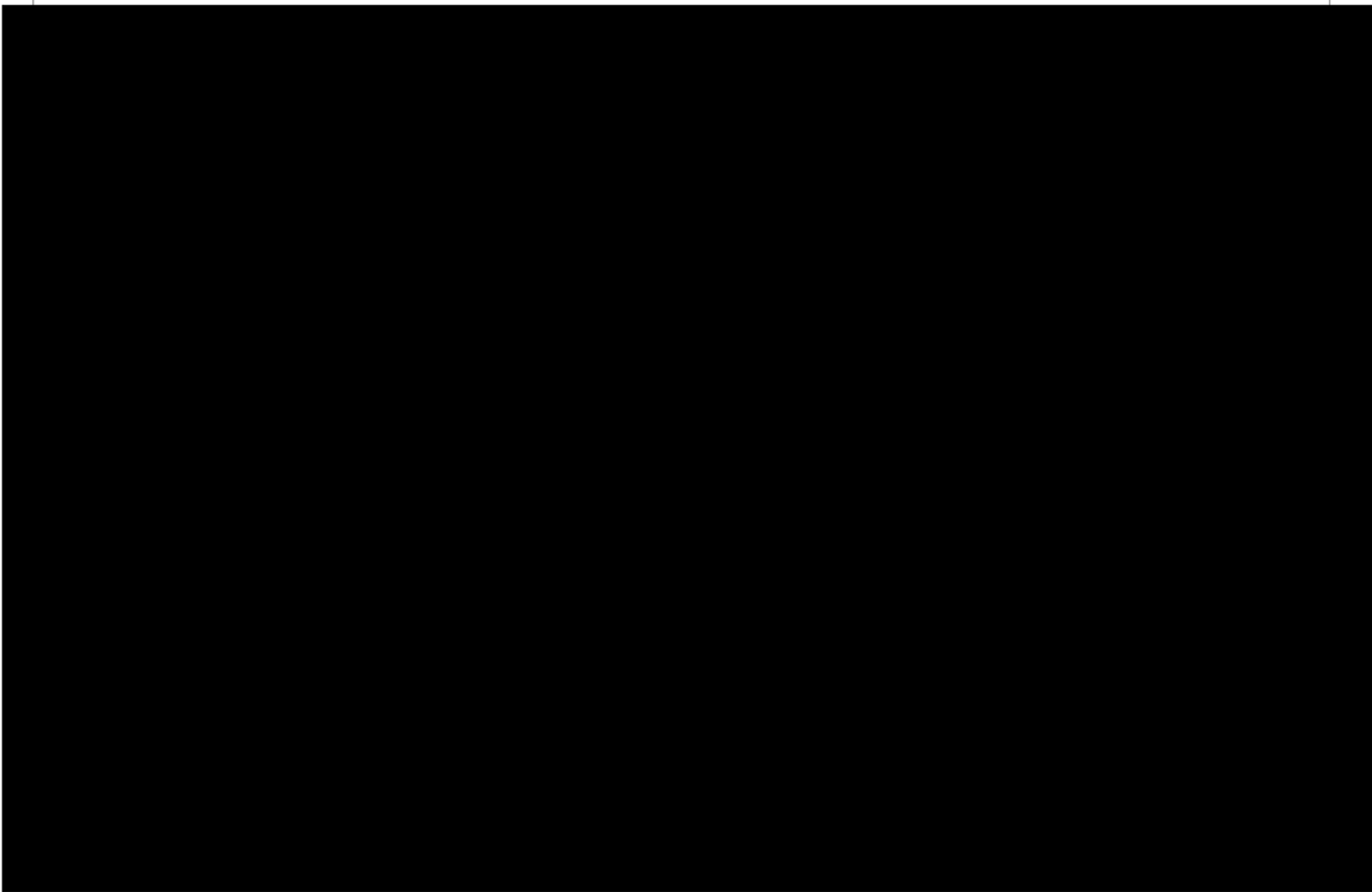
Figure E8. Viewer Head of Household White Collar Occupation Share
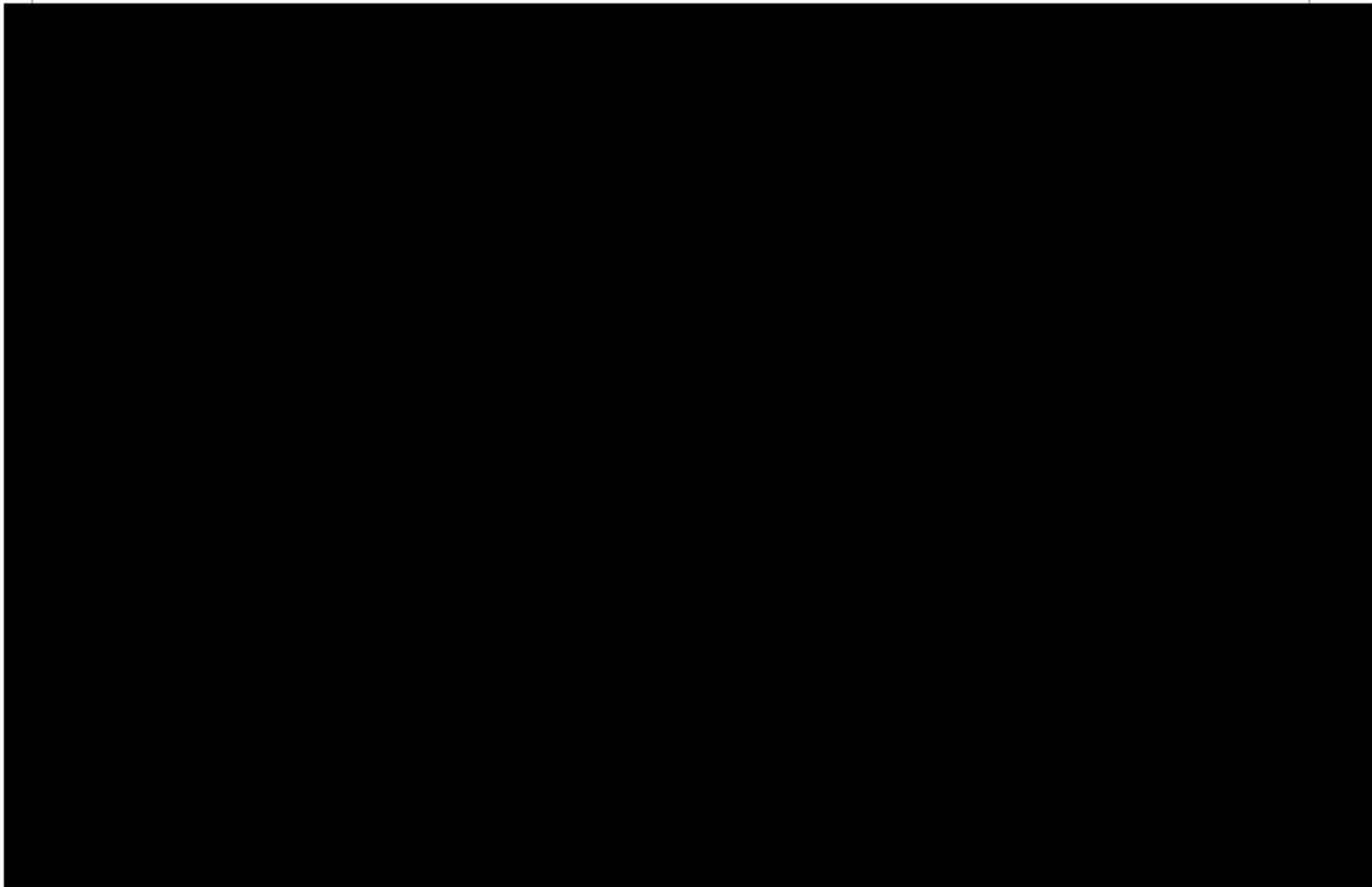
Figure E9. Viewer Head of Household not in Labor Force Share
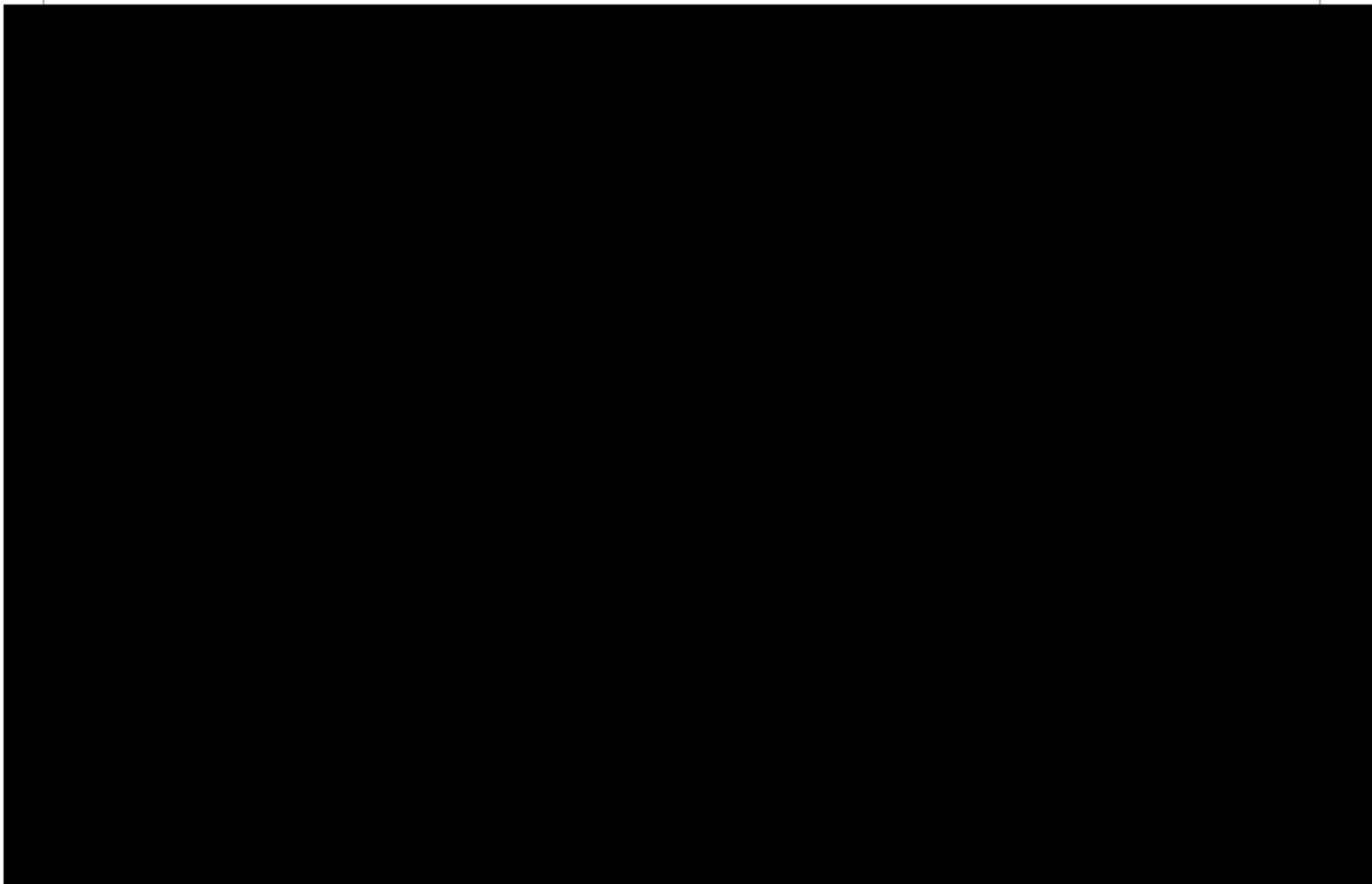
Figure E10. Viewer Head of Household 4+ Years of College Share
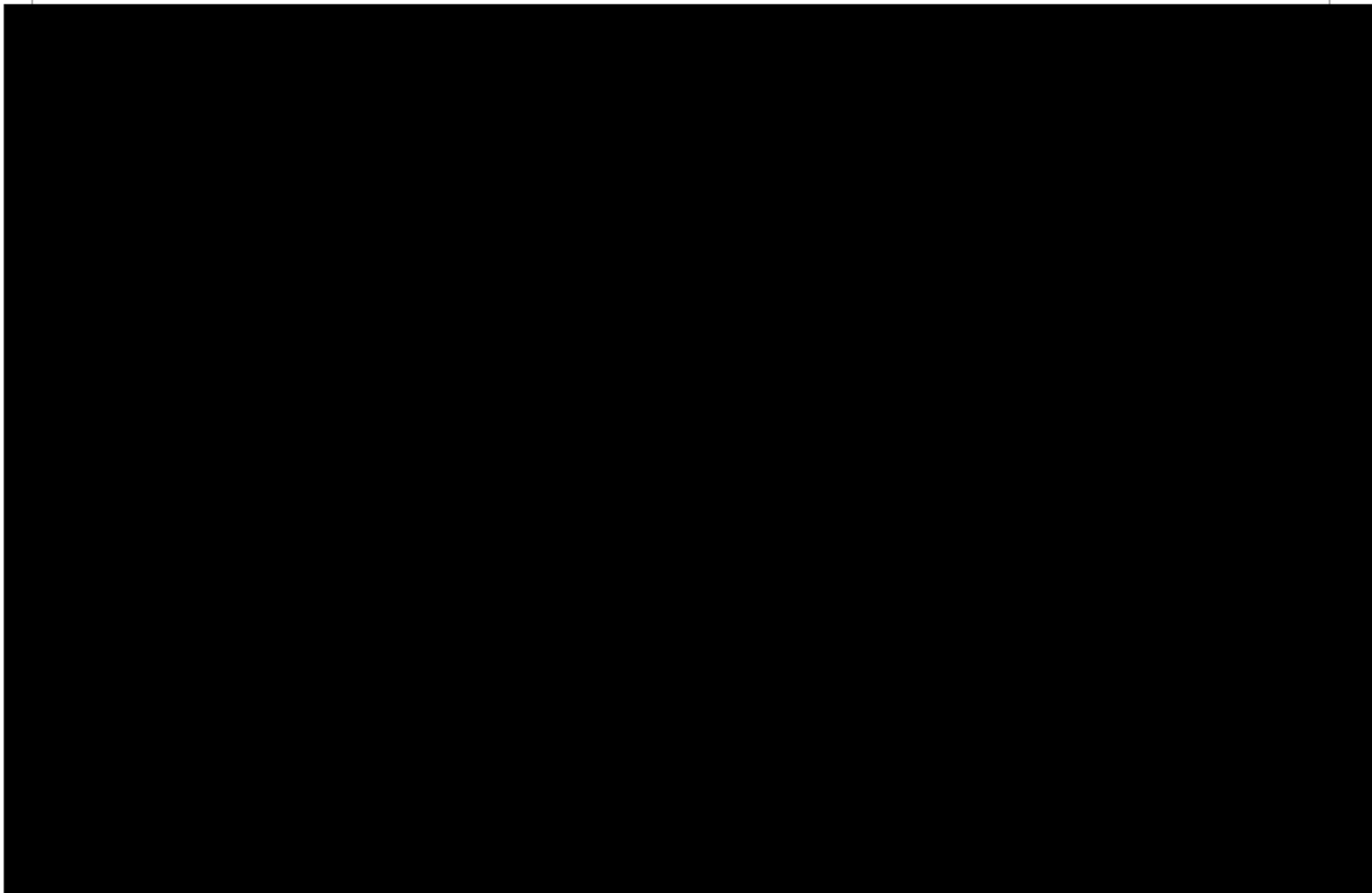
Figure E11. Viewer Head of Household No College Share
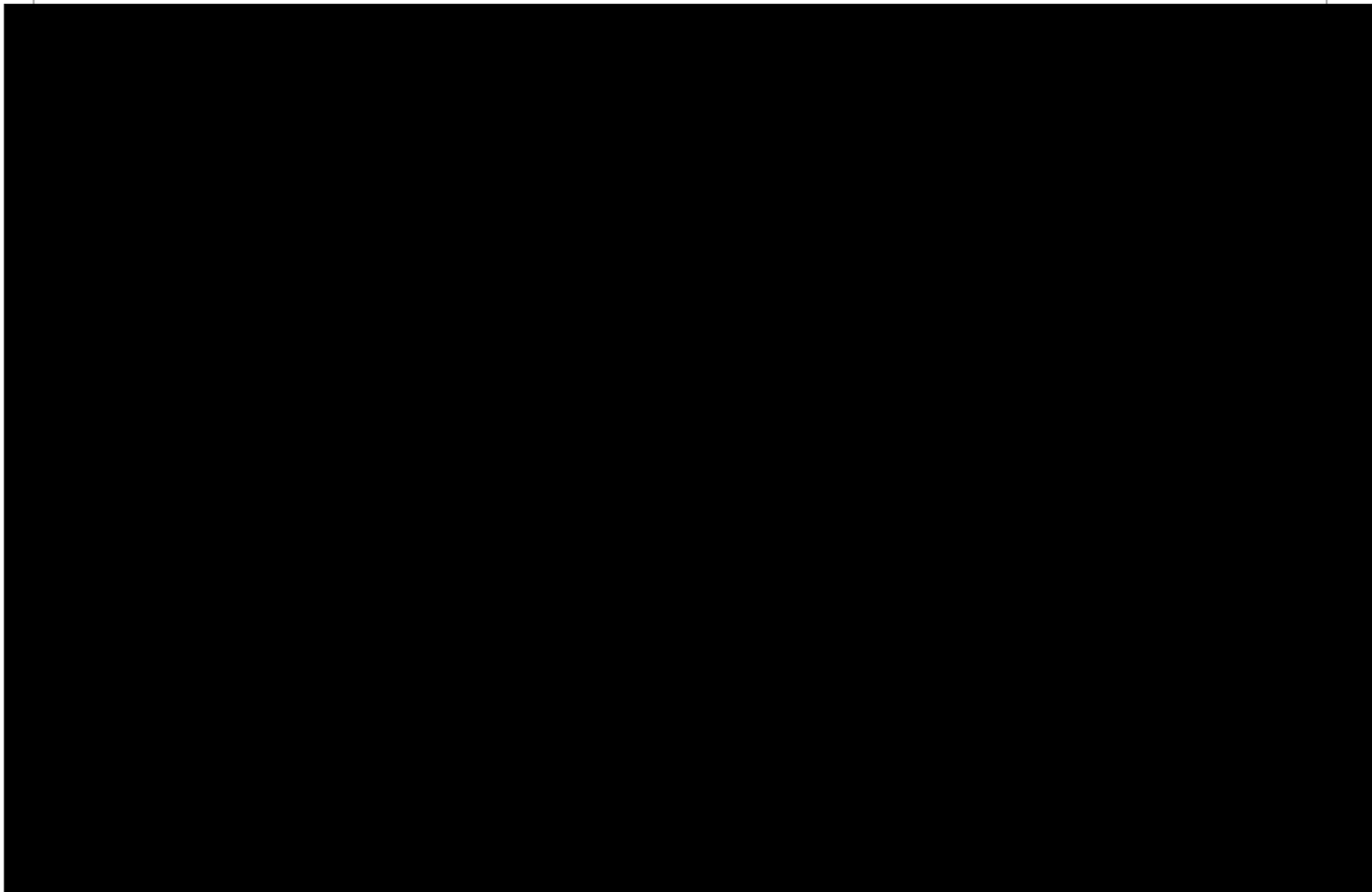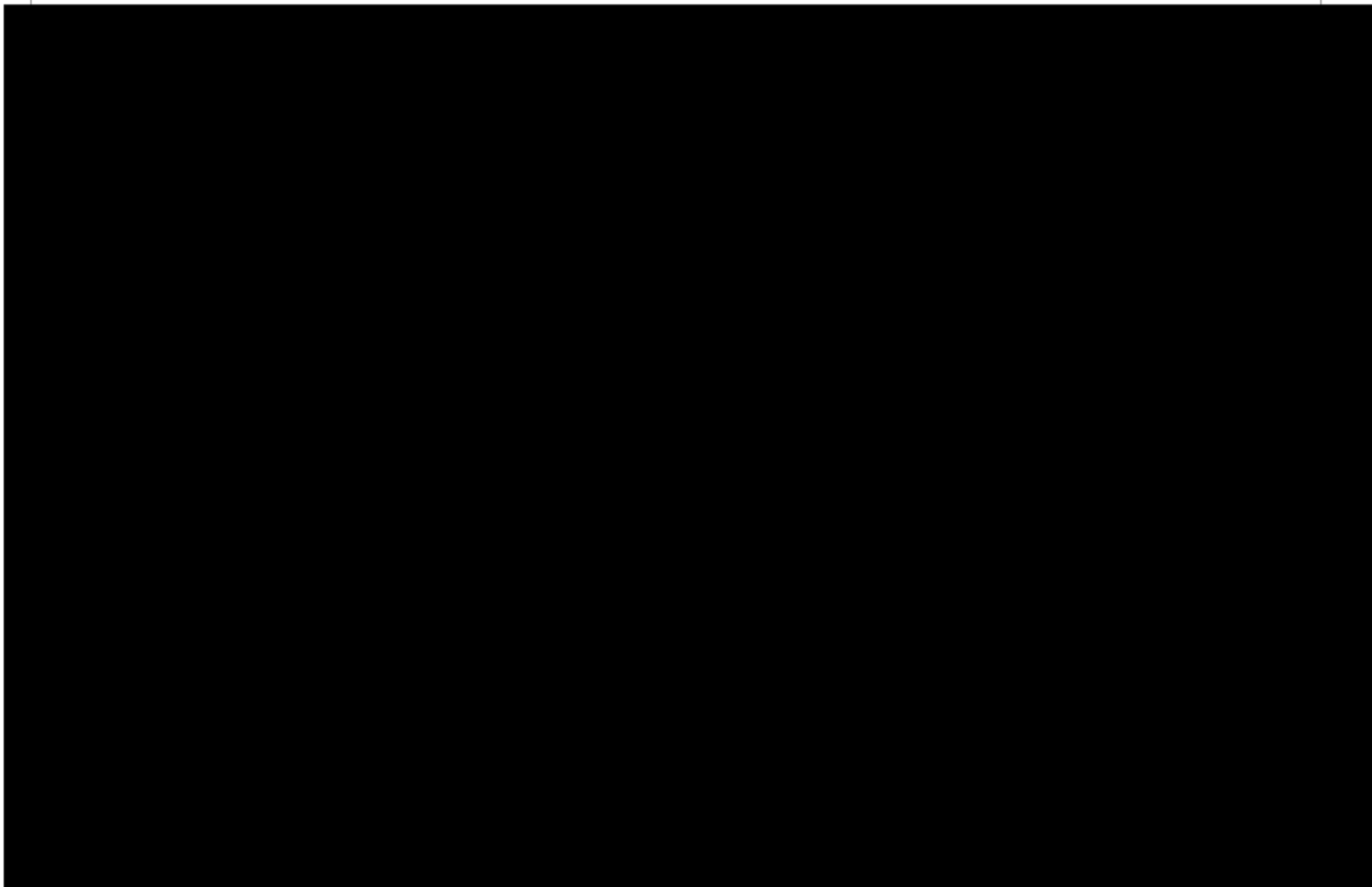
Figure E12. Viewer Head of Household Age 50+ Share

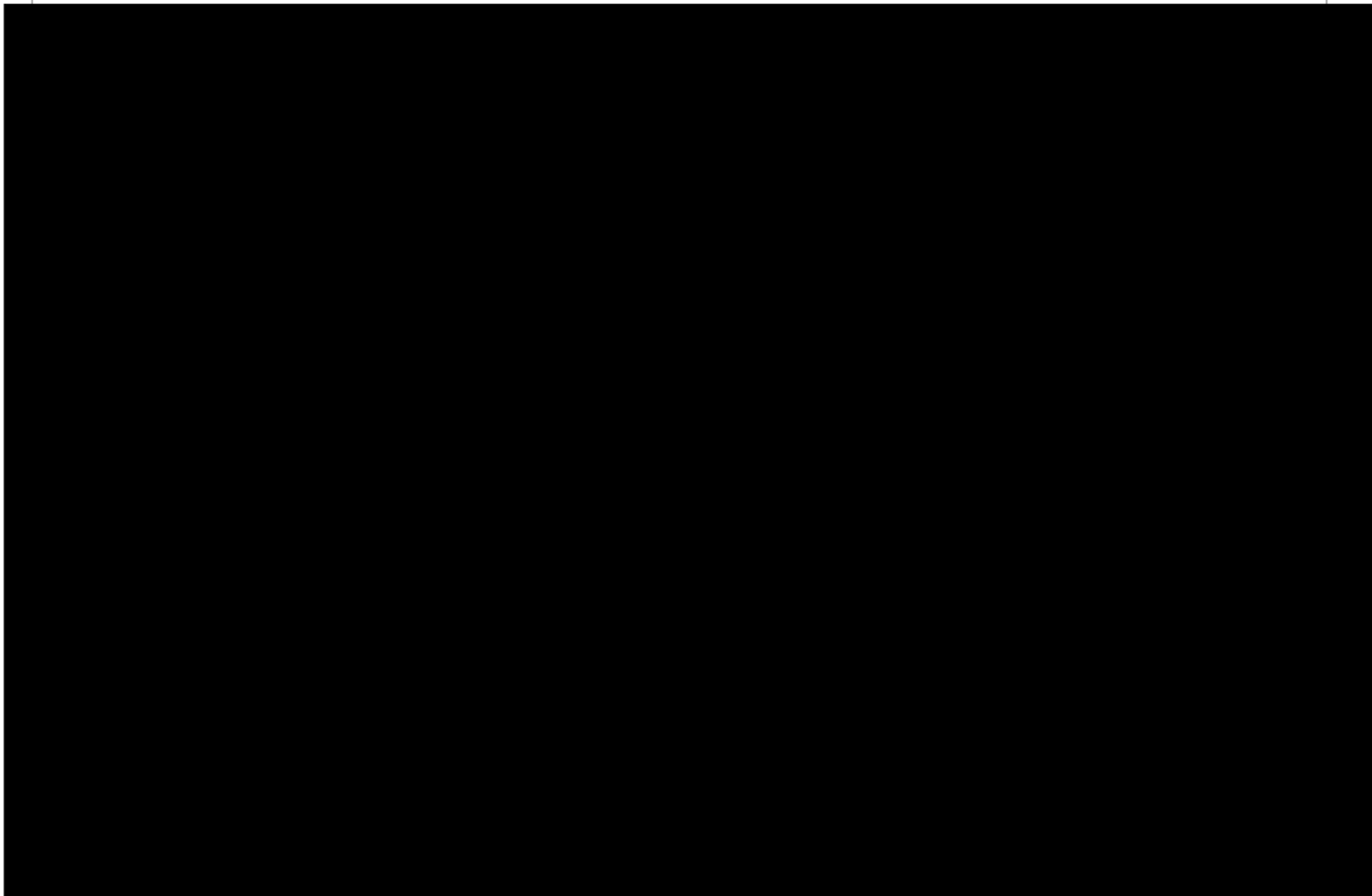**Figure E13. Viewer Resides in County Size A Share**
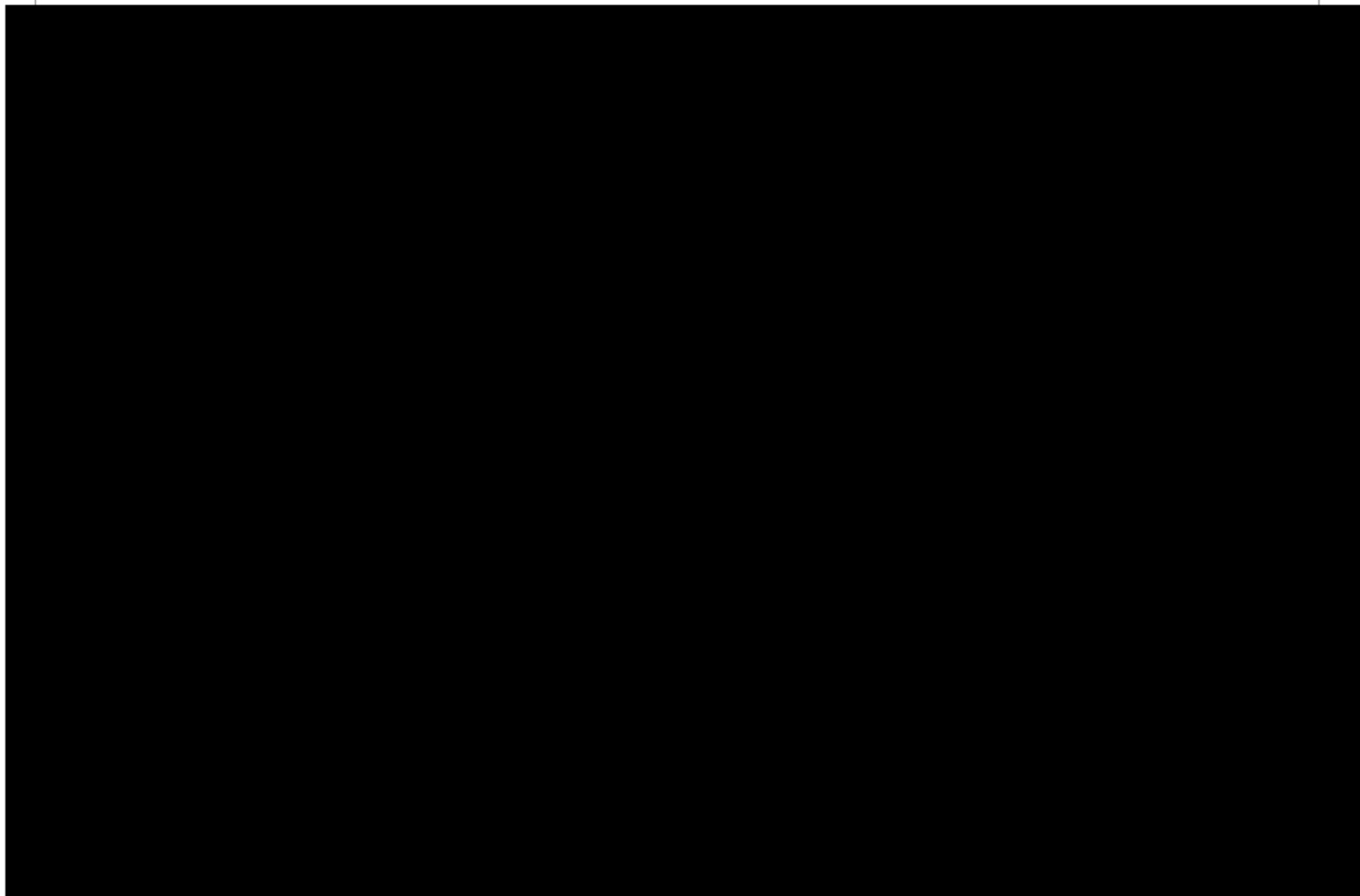
Figure E14. Viewer Resides in County Size D Share

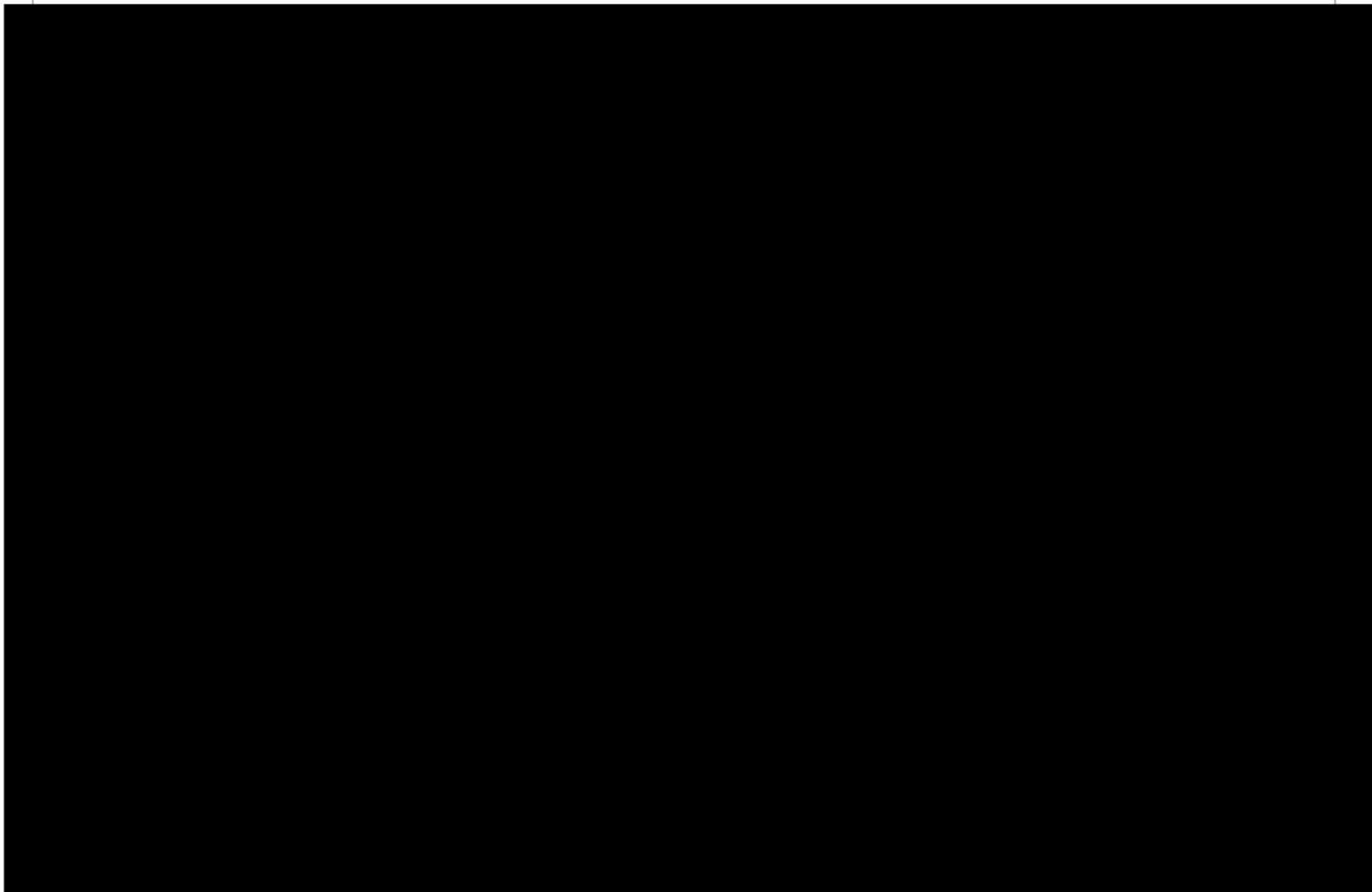## Figure E15. Viewer Household Size 3+ Share
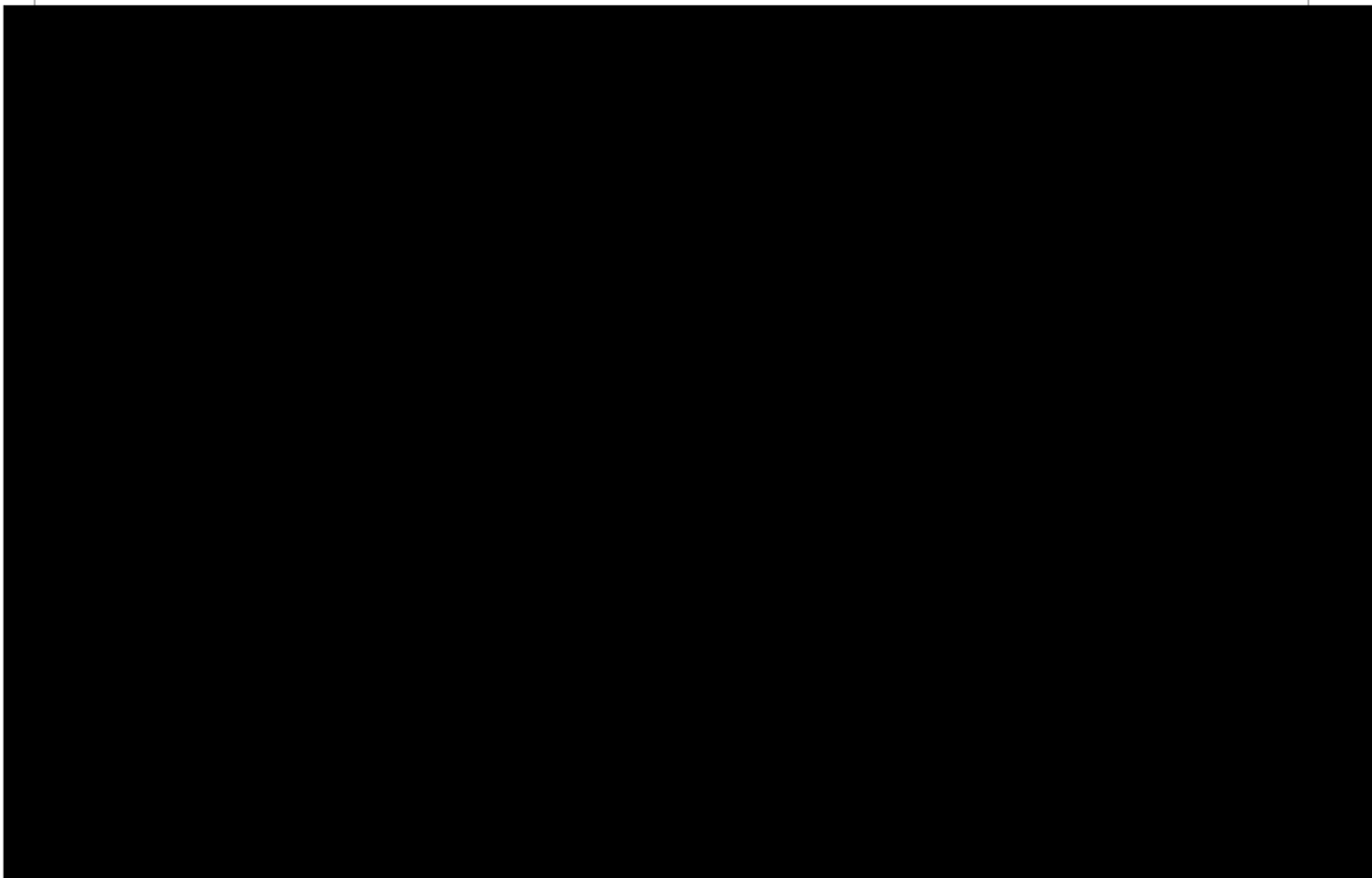
Figure E16. Viewer Household with Children Share

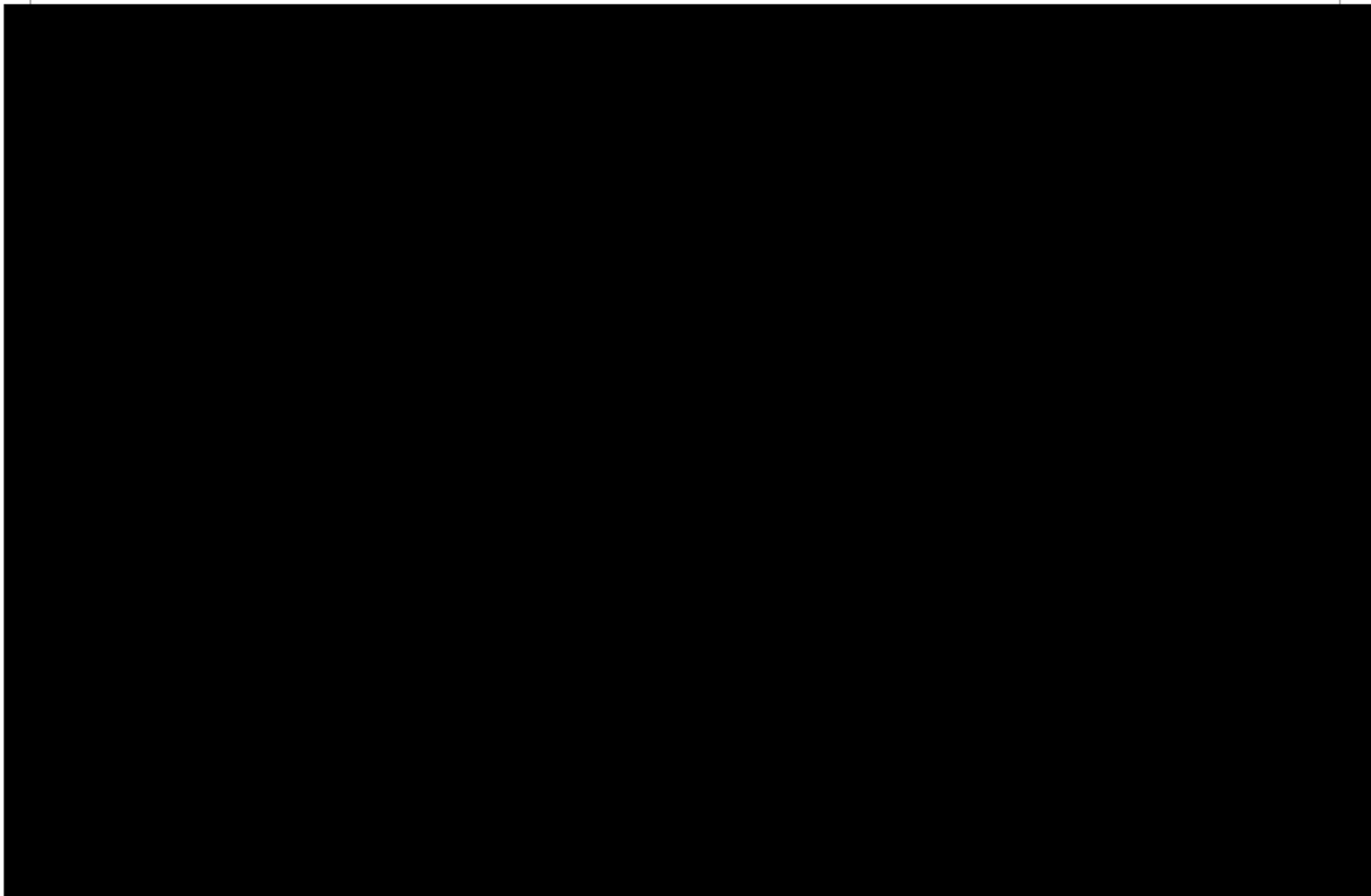**Figure E17. Viewer Head of Household Hispanic Share**

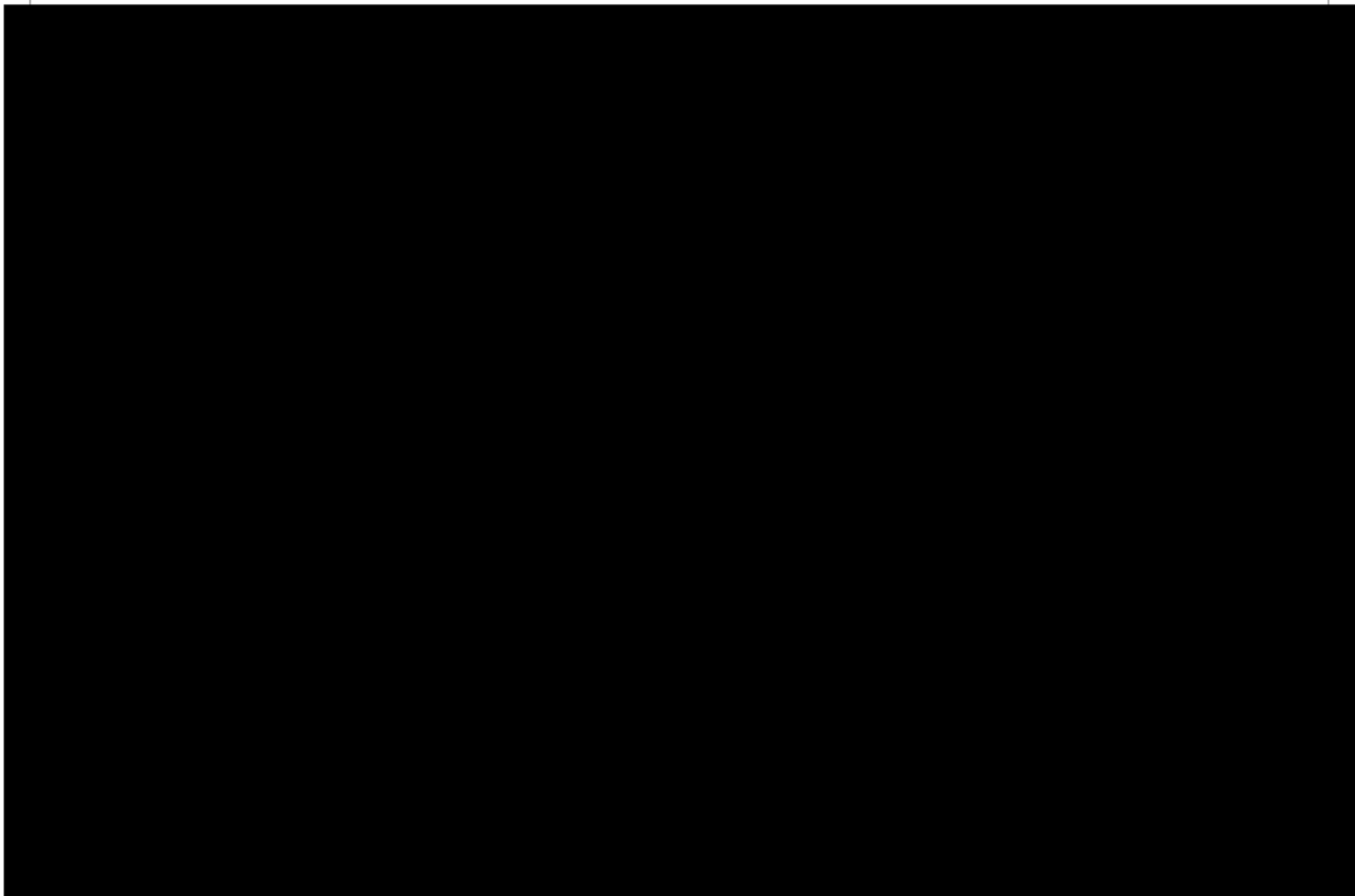**Figure E18. Viewer Head of Household Black Share**

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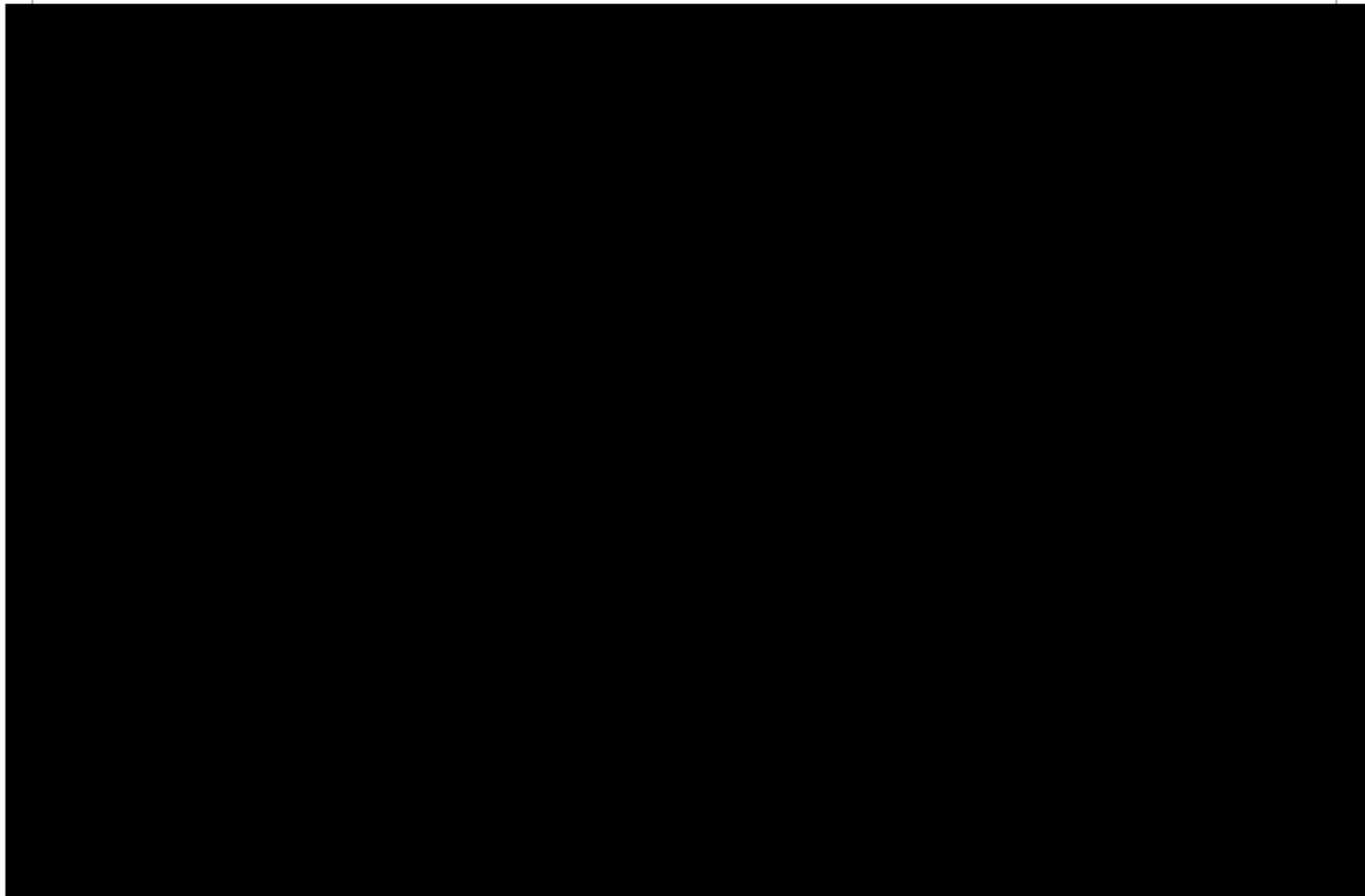**Figure E19. Viewer Head of Household White Share**

Figure E20. Network Attribute Scatter Plot
Viewer Household Size 3+ Share (x-axis)
Viewer Head of Household Not in Labor Force Share (y-axis)

Figure E21. Network Attribute Scatter Plot
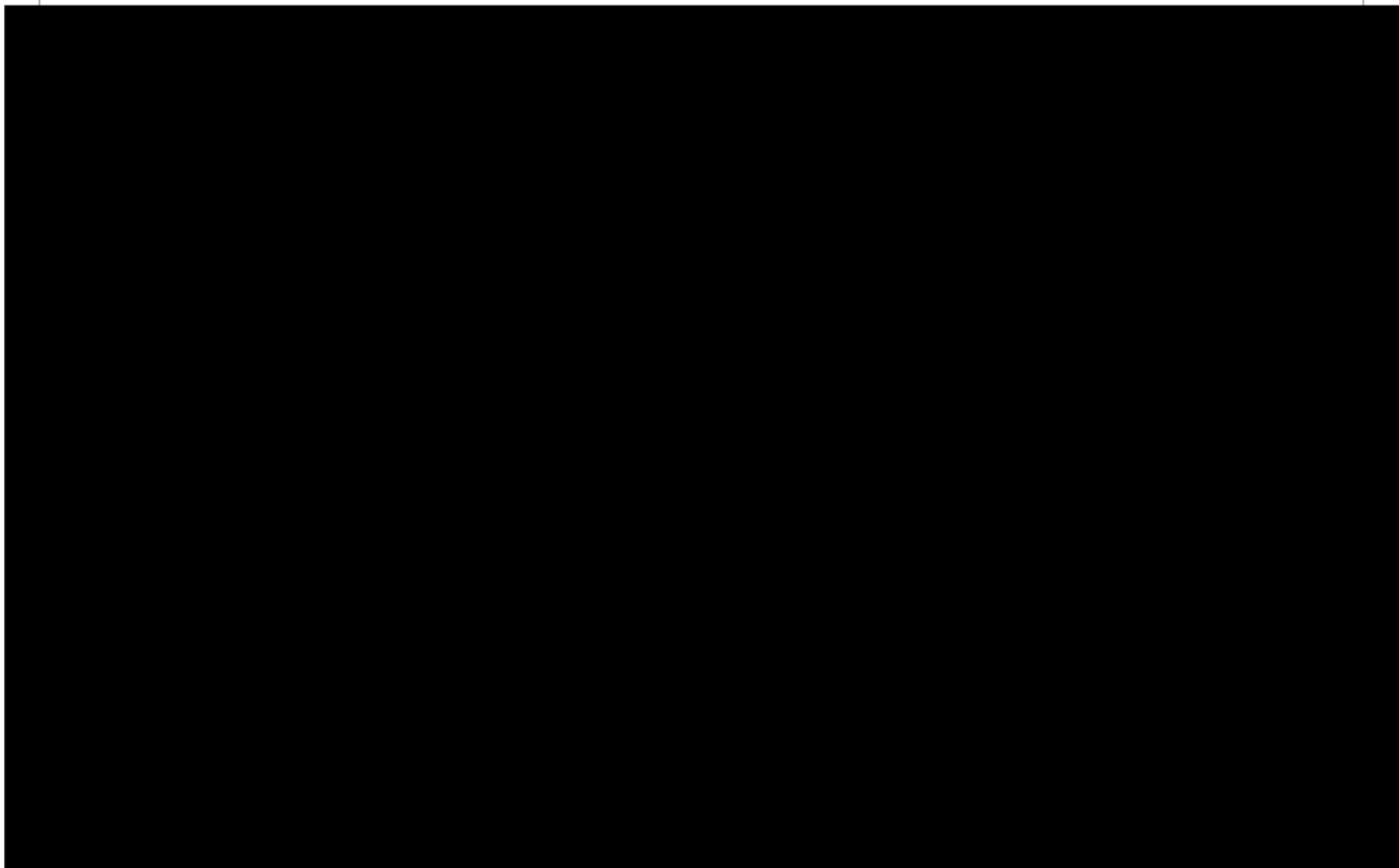### Viewer Head of Household Age 50+ Share (x-axis)
Viewer Head of Household White Collar Occupation Share (y-axis)

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Figure E22. Network Attribute Scatter Plot
Age 65+ Share of Viewership (x-axis)
Female Share of Viewership (y-axis)

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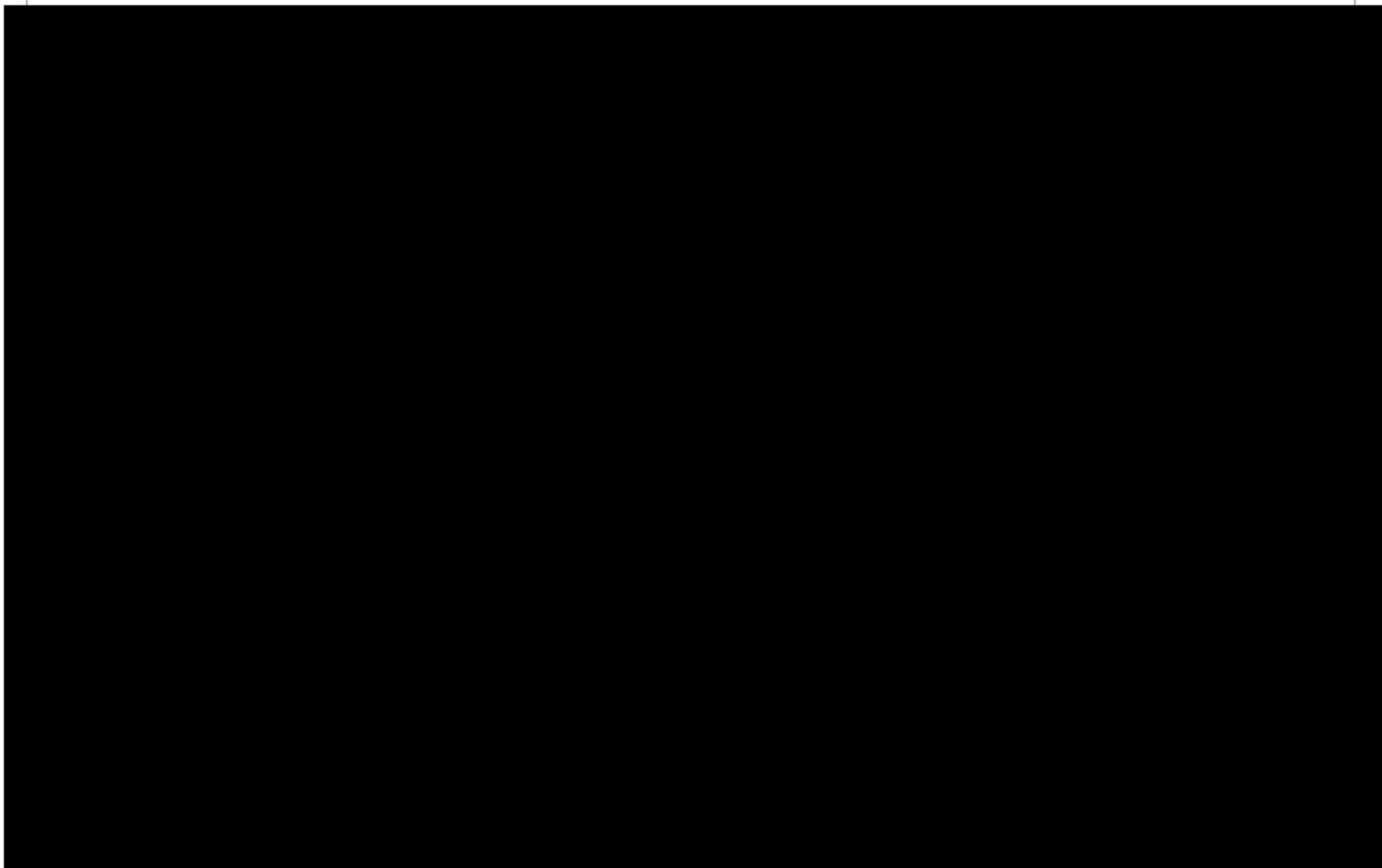
Figure E23. Network Attribute Scatter Plot
Age 65+ Share of Viewership (x-axis)
Femal Share of Viewership (Age 18-49) (y-axis)

Figure E24. Network Attribute Scatter Plot
Age 65+ Share of Viewership (x-axis)
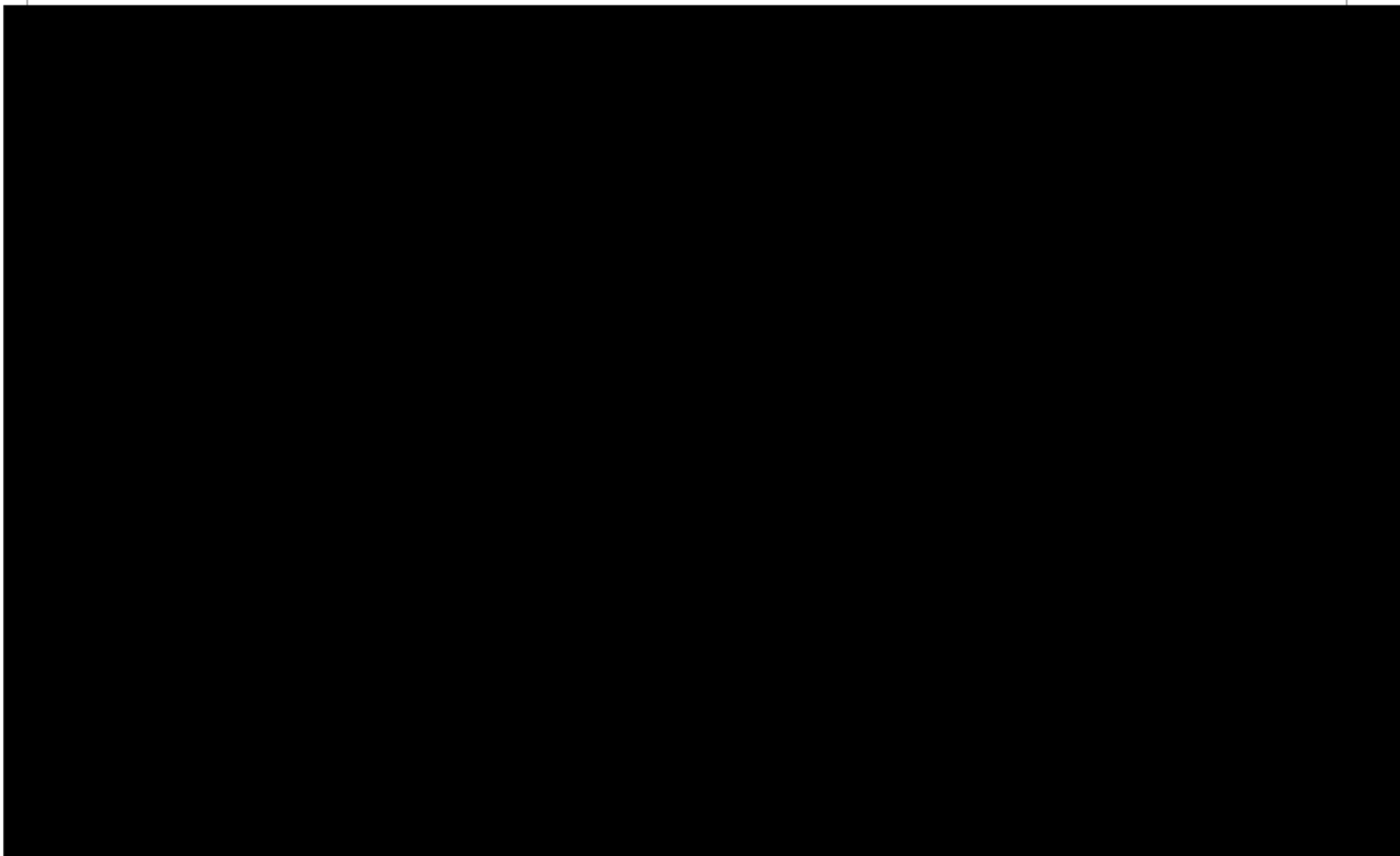### Viewer Head of Household 4+ Years of College Share (y-axis)
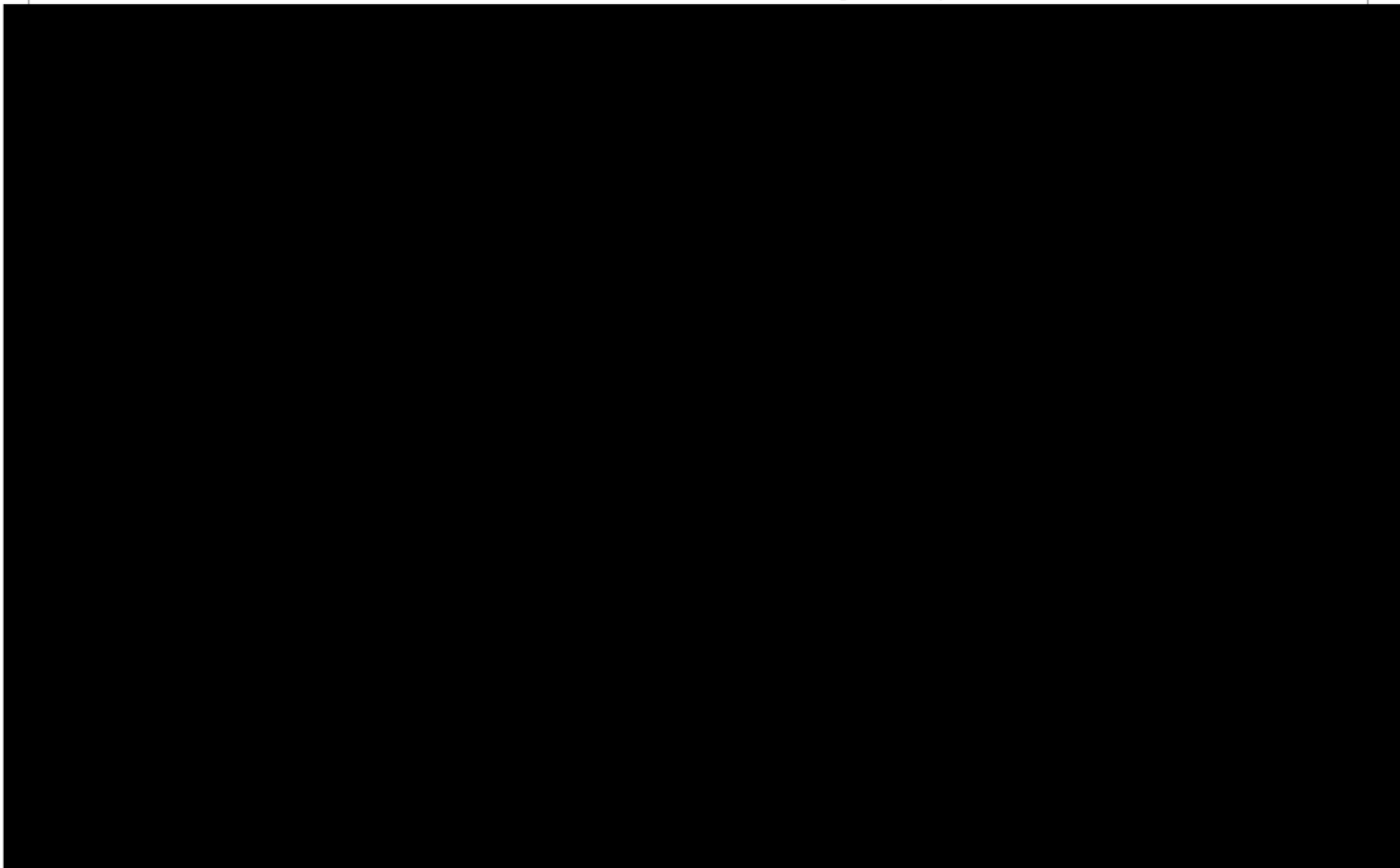
Figure E25. Network Attribute Scatter Plot
Age 65+ Share of Viewership (x-axis)
Median Viewer Income (y-axis)
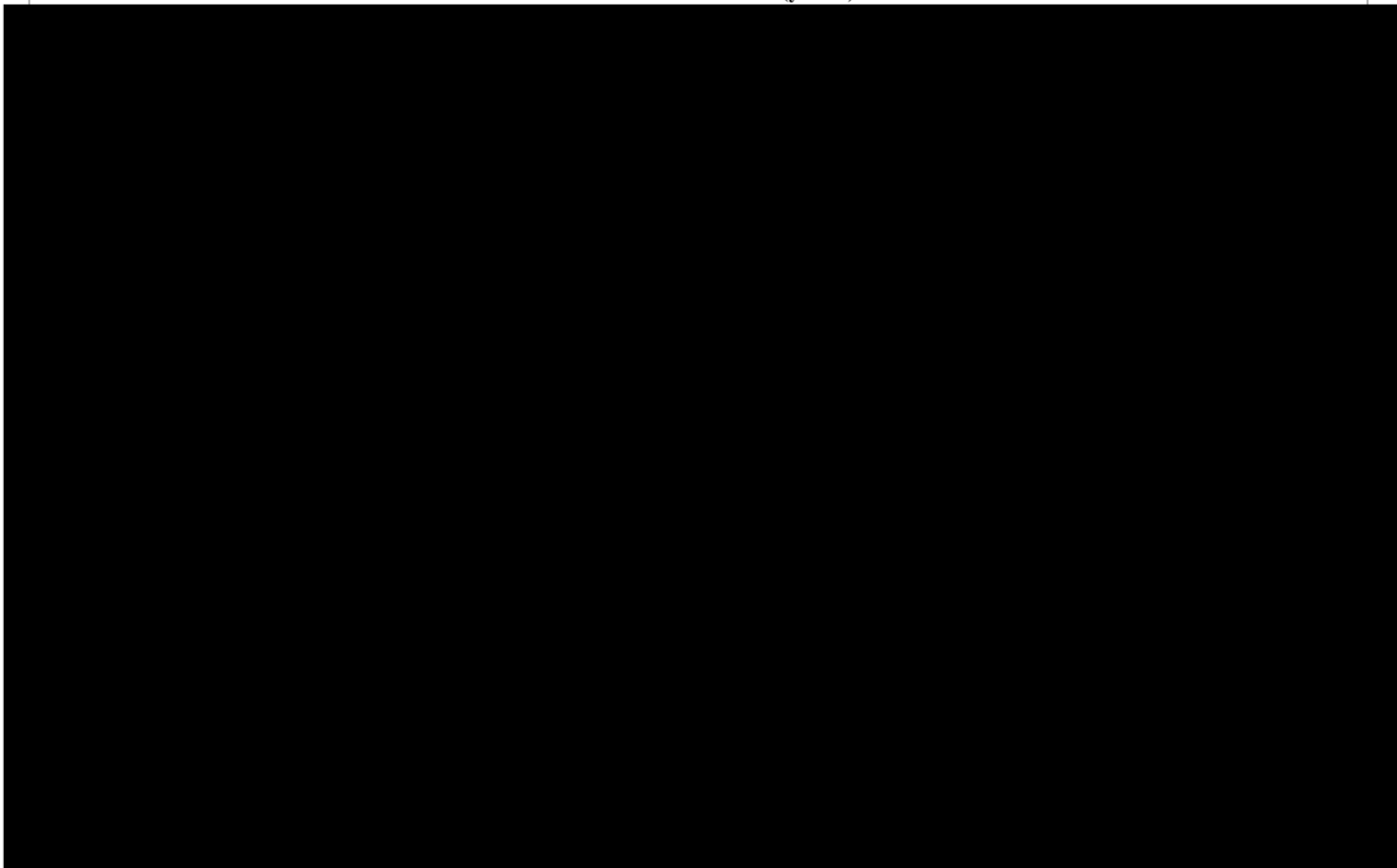
Figure E26. Network Attribute Scatter Plot
Viewer Head of Household White Collar Occupation Share (x-axis)
Viewer Household Home Ownership Share (y-axis)

Figure E27. Network Attribute Scatter Plot
Viewer Resides in County Size D Share (x-axis)
Median Viewer Income (y-axis)

Figure E28. Network Attribute Scatter Plot
Viewer Resides in County A Share (x-axis)
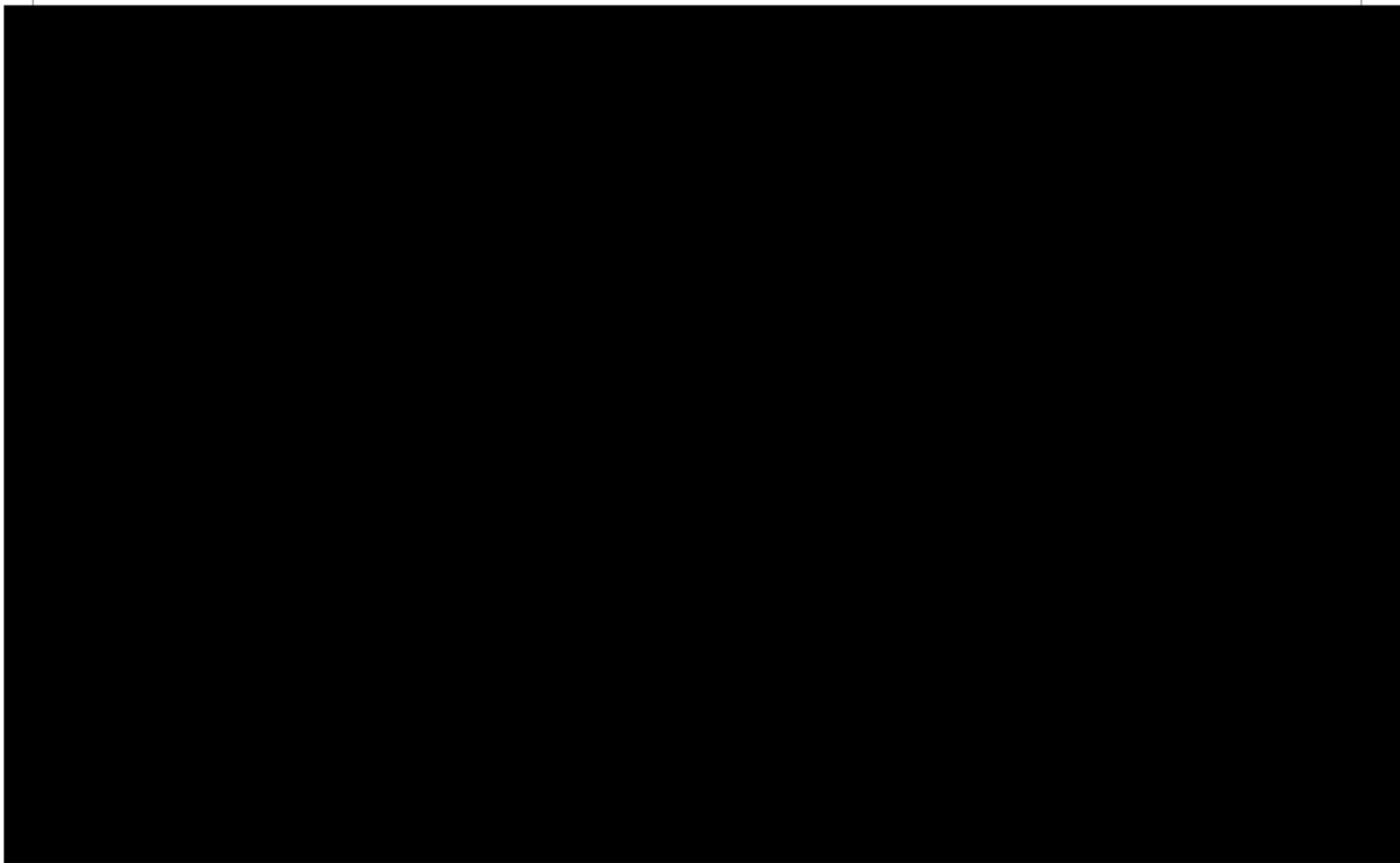### Viewer Head of Household Hispanic Share (y-axis)

Figure E29. Network Attribute Scatter Plot
Age 65+ Share of Viewership (x-axis)
Viewer Head of Household White Share (y-axis)

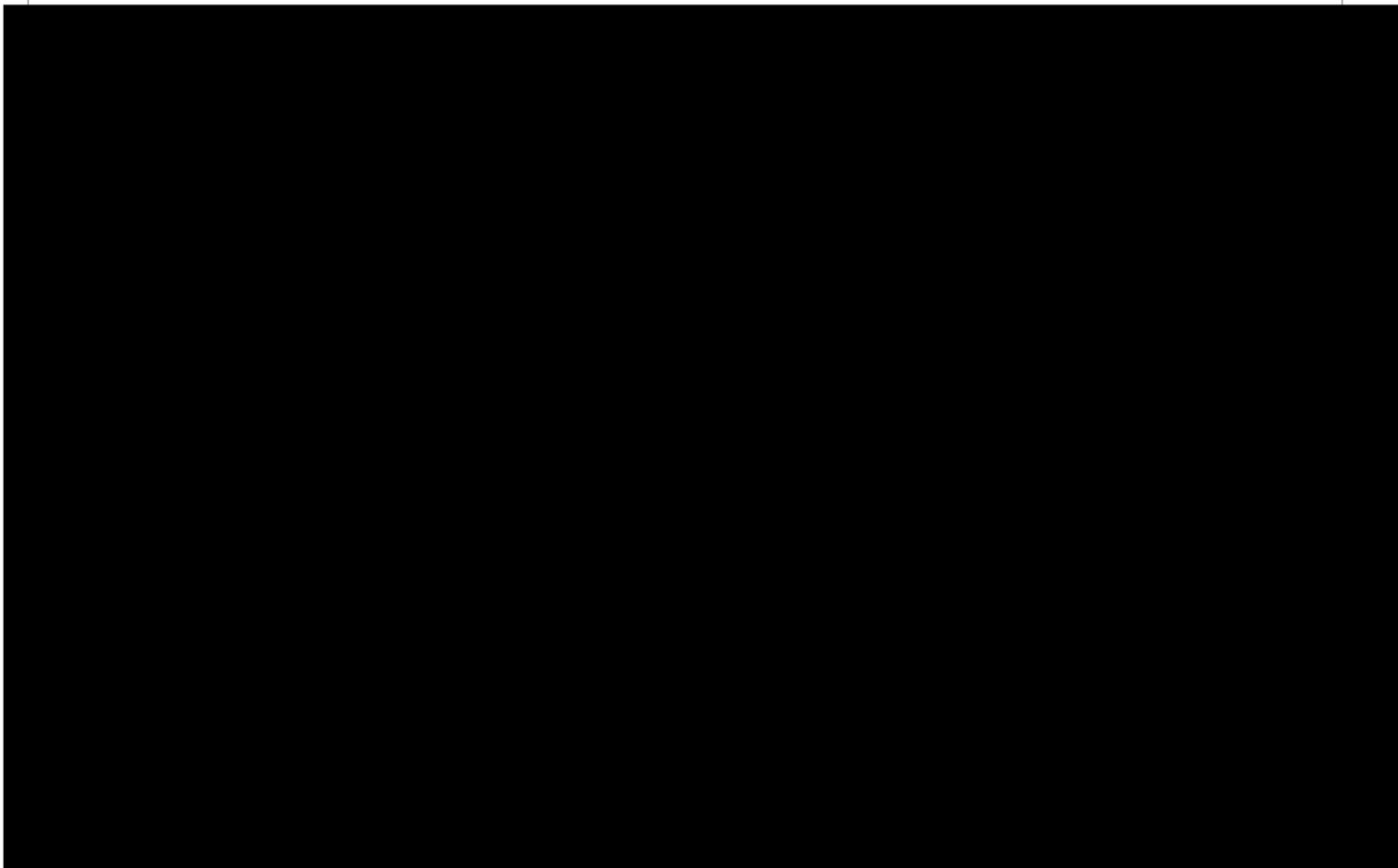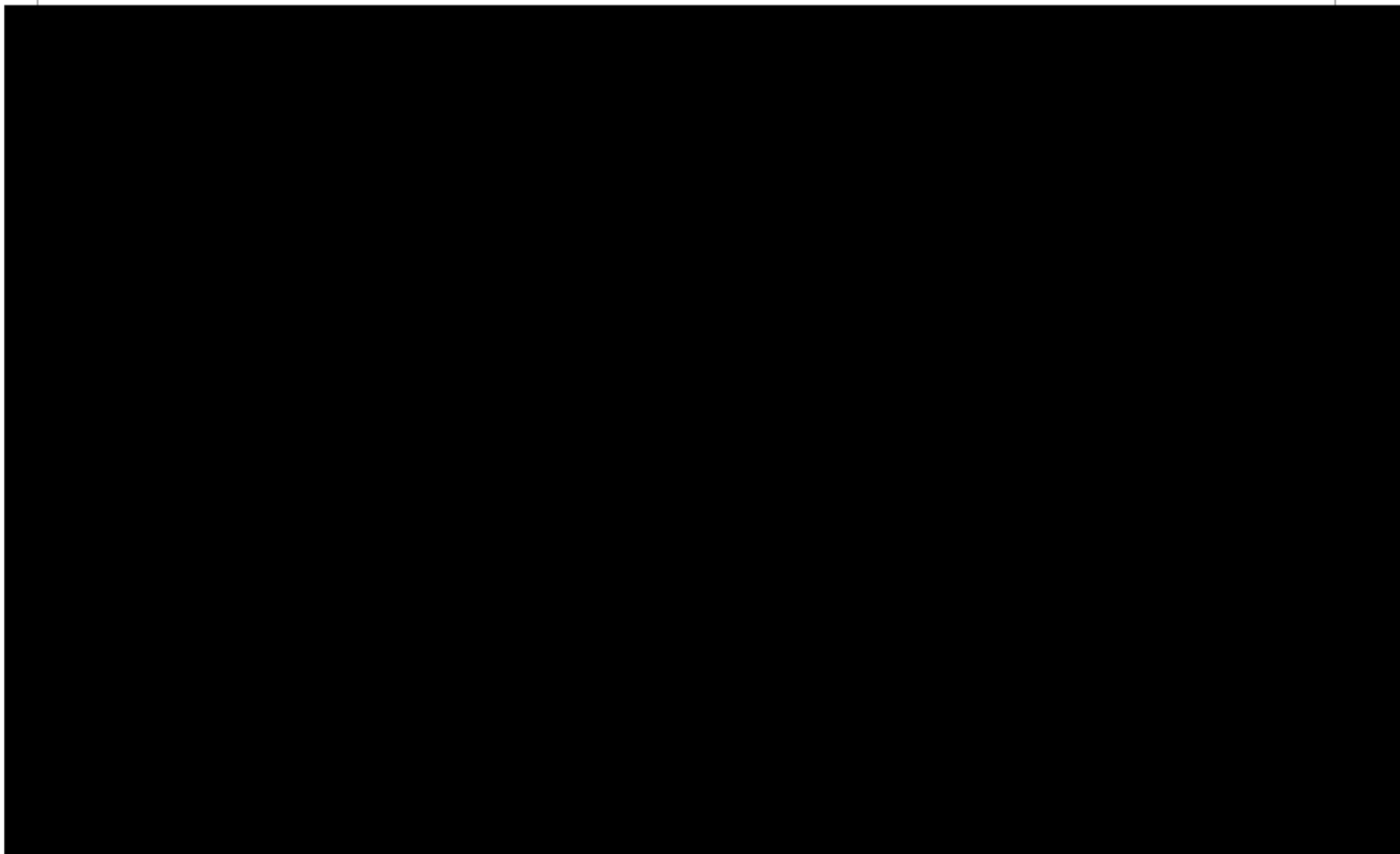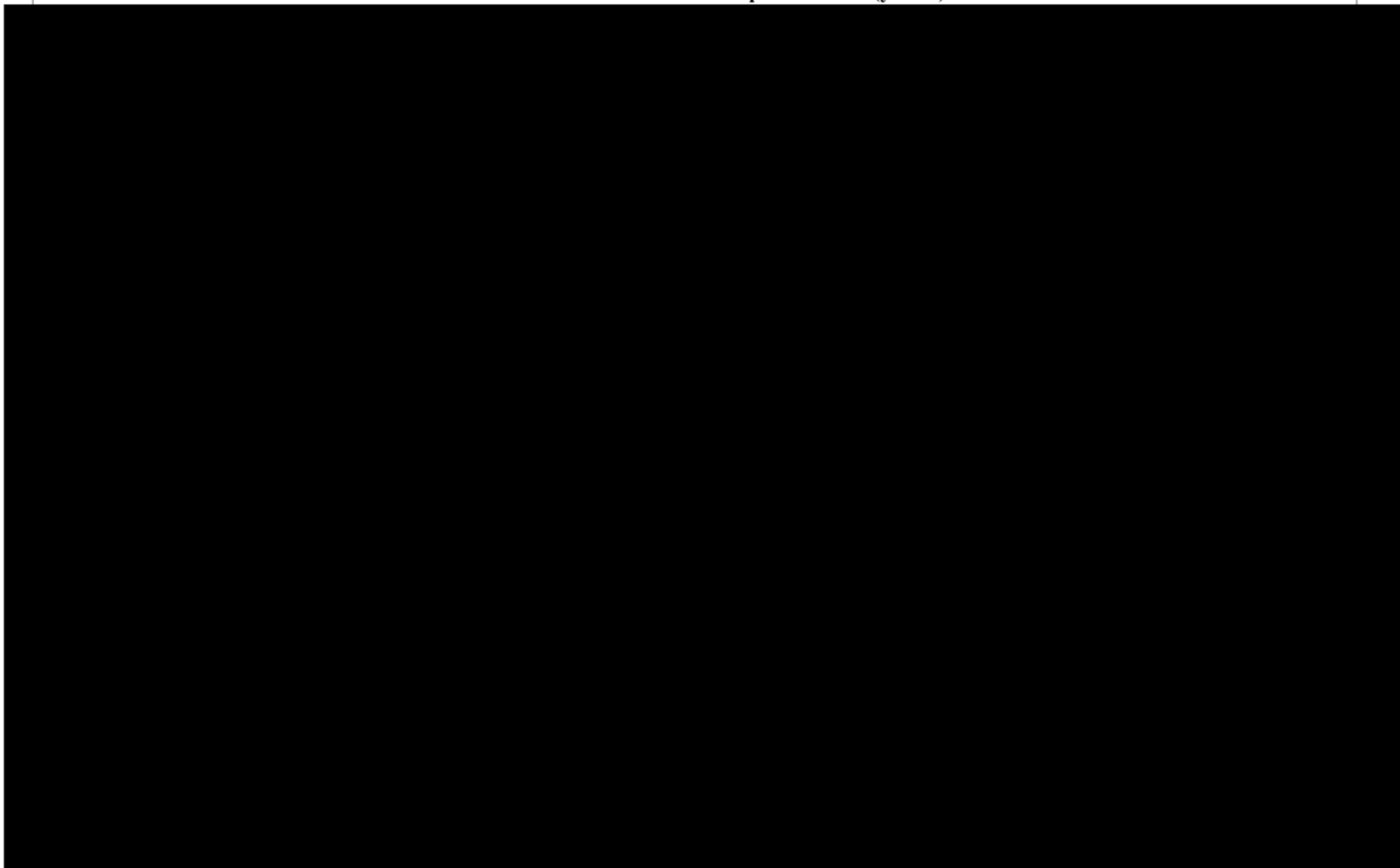# Appendix F

1. Below I present the results of my econometric analysis of churn rates, which shows that the viewership of GSN prior to GSN's retiering had no statistically significant effect on post-retiering churn rates.

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3. I estimate the following Probit regression model:

$$\text{Pr(Continue Cablevision Subscription in 2011)} = \alpha + \beta_1 \cdot \text{GSN} \geq 1\text{hr}_{2010} + \beta_2 \cdot \text{Sports Tier}_{2010} + \beta_3 \cdot \text{Added After 2007} + \beta_4 \cdot \text{Total Duration}_{2010} + \text{Service Tier Fixed Effects}_{2010} + \varepsilon$$

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Table F.2. Regression Results

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Appendix G

1.   Below I present the results of my econometric analysis, which estimates the number of S&E tier subscribers in April 2011 that could be attributed to GSN's retiering.

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Table G.1. Variables Description

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██ **Table G.2. Regression Results**

5.   To estimate the number of S&E tier subscribers in April 2011 that could be

attributed to GSN's retiering, I perform the following counter-factual experiment. ███████

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